



Hard Sell: Now a Major Motion Picture LOVE and OTHER DRUGS

Jamie Reidy

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Jamie Reidy is the guy who's been there, done that, and walked away with the insider stories. Inside *Hard Sell: Now a Major Motion Picture LOVE and OTHER DRUGS*, you'll find yourself rooting for Reidy and shocked by the realities of the world that paid his salary.

This comedic expose traces Reidy's experiences from Pfizer training to life as the V-Man, when Reidy became Pfizer's number-one drug rep during the Viagra craze. With equal parts self-confidence and self-mockery, Reidy takes the reader on a hilarious romp through pharma-culture while revealing the controversial side of the drug industry. From viewing a circumcision to gaining a doctor's rapport to providing insight on why doctors choose to prescribe Drug X over Drug Y, and from how to bargain sigs and scripts to why the Viagra pill is shaped as a diamond, Reidy discloses everything.

A witty, behind-the-scenes look at an industry that touches everyone in America with a prescription, *Hard Sell* uncovers truths about the pharmaceutical industry you'd rather not know and practices you'd like to believe weren't employed.

Hard Sell has been adapted into a major motion picture starring Jake Gyllenhaal and Anne Hathaway.

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