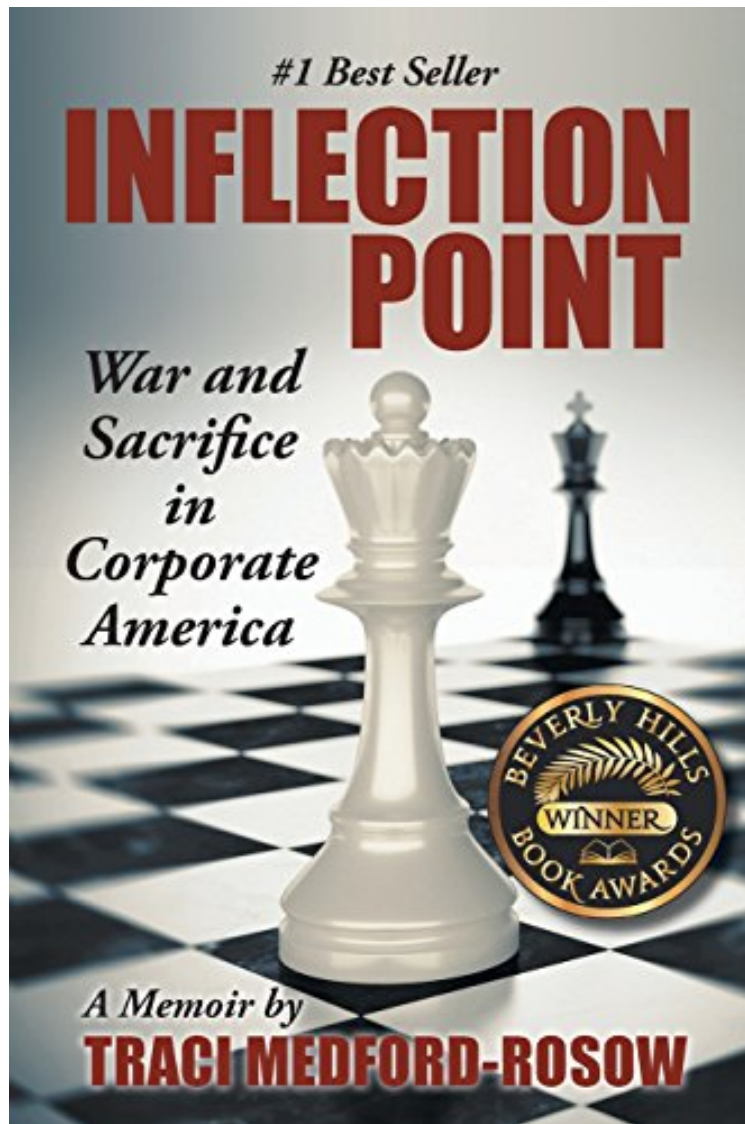


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Inflection Point

Traci Medford-Rosow

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Traci Medford-Rosow : Inflection Point before purchasing it in order to gage whether or not it would be worth my time, and all praised Inflection Point:

1 of 1 people found the following review helpful. Exciting, "Non-Generic" Account of Saving Lipitor!By Steven SchofieldWhen I think of lawyerly writing, I dont necessarily think of writing that moves me. Henceforths, herewiths and theretos may serve a high and noble purpose, but they arent exactly evocative. But Medford-Rosows writing is evocative and so is her story.Her heart is big. Just how big is immediately apparent from the books early version of

herself as a protective older sister. And its a heart that never shrinks as the youthful competitive swimmer she was in Virginia travels to Manhattan and evolves as a big fish in the giant pond of Big Pharma. It's the heyday of Lipitor and she heads up IP at drug giant Pfizer. The bulk of the books legal drama focuses on an epic threat to Lipitors patent that chews up years of her legal wits, attention and energy. It's exciting stuff and makes for engaging reading. That's because Medford-Rosows story cleverly doubles the meaning of IP to not only represent the standard Intellectual Property, as in Pfizers gold-plated statin, but to also stand for Inflection Point, her personal navigation through the corporate pressure cooker as the pill maker becomes pill crusher and she must get out or risk being ground to powder. If you think only blue-collar types suffer from work-related injuries, read the chronicling of her physical battle wounds as her white collar pressures intensify and try not to make a comparison to other types of workplace maladies (I thought of coal workers black lung disease and the knocked out teeth of hockey players). Questioning her fortitude as the legal battle lumbers on, the author looks back in time, back to Virginia, back to her childhood homestead to see exactly how she got where she is and what it is that makes her stay. She addresses a surprising history found nowhere on her corporate CV and in doing so changes her present and the course of her future. A storyline in the book involving the authors associate, Carol, that I wont spoil by revealing here, is so remarkably positive, it made me want to run out and pay something forward, do some good. Maybe I watched too many seasons of Glenn Close playing the nasty lawyer in Damages, but it was an eye-opener to read about anyone, lawyers included, so full of encouragement for another human being. I started reading Inflection Point late one night after I downloaded it on my iPad. I didn't know what to expect, my experience with pharmaceutical employees is primarily drug reps with John Edwards haircuts and shiny shoes. But it had me, right from when I first double-clicked it and I didn't darken my screen until the book was done. I can't remember the last time that happened. 1 of 1 people found the following review helpful. Powerful and Inspiring By m grace Traci Medford- Rosows memoir provides the reader a richly textured and rare glimpse into the legal battle for the intellectual property rights of the drug Lipitor, while employed as Chief Intellectual Property Counsel, for one of the largest pharmaceutical companies in America (Pfizer). At core, Inflection Point is a psychosocial narrative about the personal and professional challenges, setbacks and triumphs the author experienced during the litigation process, and as captivating, her keen insight into life itself. Medford-Rosow artfully infuses the nodal points in time that changed Pfizers trajectory and with candor and self-reflection painfully depicts her own points of emotional transcendence. At times, with the weight of the world seemingly on her shoulders, the author is battle tested in all aspects of life and has the psychological scars to prove it. Nevertheless, her fearless nature shines brilliantly. Like a light-house at sea she is a point---a beacon of hope--- and an illustration of tenacious courage for each of us as we encounter the difficulties inherent in work, life, and love. A wonderful read for those interested in legal issues in the corporate sector; a must read for those individuals who appreciate the changing nature of the human condition and the possibility of turning points. 0 of 0 people found the following review helpful. An intelligent and inspiring memoir! By Ann W. Campanella Inflection Point is the true story of what happens when big Pharma faces the challenge of protecting the patent rights of the worlds most popular drug, Lipitor. Traci Medford-Rosow, a high-profile attorney and courageous advocate for public health, shares her story of Pfizers battle for survival in an increasingly complex business environment. At the same time, Medford-Rosow and her legal team are slaying giants, we learn about the personal issues and health concerns that bring her to her knees. An immensely readable, well-documented tale that will leave the reader both informed and inspired.

Replete with intrigue, Inflection Point is the true story of the author and her legal team at Pfizer who found themselves at the epicenter of the decade long, world-wide, multi-billion battle for control over the world's most prescribed pharmaceutical product, Lipitor. The author charts the course of the team's courageous effort to protect the company's most prized asset, and the unforeseen personal consequences suffered as a result. In New York, London, Paris, Copenhagen, and Ottawa, from the White House to Wall Street, in boardrooms and courtrooms, in the media and behind closed doors, critical disputes are won and lost in a struggle for survival. Inflection Point is a fast-paced, high-stakes legal thriller and memoir. But it is also a cautionary tale posing a question as fundamental as it is critical: Have the efforts to bring affordable medicines to consumers helped to cripple the very industry that invents life-saving drugs in the first place?

An incredible memoir that is an inherently fascinating read, "Inflection Point" provides a rare insider's look at an aspect of the pharmaceutical industry that is seldom revealed to the public. Exceptionally well written, organized and presented, "Inflection Point" deserves as wide a readership as possible as the issues of public health and the role played by 'big pharmacy' is under increasing controversy and political scrutiny. Simply stated, "Inflection Point" needs to be a part of every community and academic library collection for the benefit of non-specialist general readers and academia alike.--Midwest Book Inflection Point is a business story, a pharmaceutical story, a sociological story, and a personal, emotional story. (Traci Medford-Rosow) keeps the story moving at a quick pace with a good writing style that keeps the reader interested...(a) sobering read into a world few know much about. --San Francisco Book