- 1. Drugs and cancer: from chemotherapy to molecular biology
- 2. Cancer before chemotherapy
- 3. The pharmaceutical industry

I: Transforming Poisons into Medicine

- 4. Cancer chemotherapy
- 5. Paul Ehrlich and his magic bullets
- 6. The spoils of war: alkylating agents
- 7. Heidelberger's idea
- 8. Robert Schnitzer, Emanuel Grunberg, and chemotherapy at Roche Nutley
- 9. No market for cancer drugs?
- 10. 5-FU in the clinic
- 11. Screening substances: the birth of procarbazine
- 12. The chemotherapists
- 13. Chemotherapy for adult cancer patients
- 14. The big killers
- 15. Roche and chemotherapy in the 1970s

II: Molecular Biology and the Biotechnology Revolut

- 16. Translation or mobilisation?
- 17. From interference to interferon
- 18. Roche and the pharmaceutical world market in the 1960s
- 19. Molecular biology
- 20. RIMB and BII

- 21. Interferon and the War on Cancer
- 22. Mobilising organizational capabilities
- 23. Cloning interferon
- 24. Developing interferon
- 25. Scaling up: 'These matters are treated as crash programs'
- 26. Trialling interferon
- 27. Trouble ahead
- 28. The first biotech cancer drug

III: From Chemotherapy to Targeted Drugs

- 29. Restructuring research and development
- 30. Reorganising oncology research
- 31. A market for cancer drugs
- 32. Planning for the future
- 33. From Vitamin A to cancer and skin diseases: the retinoids
- 34. Chemotherapy is dead long live targeted therapy: from 5-FU to Xeloda
- 35. Marketing the first oral tumour-activated drug for breast cancer

IV. The BioOncology Initiative and Personalised Healthcare

- 36. Roche and Genentech
- 37. Approaching oncogenes
- 38. ErbB and HER2/neu: Ullrich's project
- 39. HER2/neu in the clinic: Slamon's campaign
- 40. Re-engineering the HER2/neu antibody
- 41. Testing Herceptin
- 42. Rituximab: the first therapeutic Mab for cancer approved in the US
- 43. Avastin: attacking angiogenesis
- 44. 'Winning for the Future': towards personalised healthcare

- 45. Cancer diagnostics: from CEA to COBAS
- 46. Price and value
- 47. Chemotherapy plus: the future of small molecule drugs
- 48. Roche and cancer in the twenty-first century