

Contents

Acknowledgments | ix

Introduction | 1

ONE Embodied Value Theory | 11

TWO Relative Value | 36
Culture, Comparison, Commensurability

THREE Never Enough | 57
Markets in Life

FOUR Making a Difference | 79
Corporate Social Responsibility

**FIVE Pharmaceutical Citizenship, Marketing,
and the Global Monoculture of Health** | 98

SIX What Drugs Do in Different Spaces | 117
Global Spread and Local Bubbles

SEVEN Acting through Other (Prescribing) Habits | 136

EIGHT Culture, Context, and Consensus | 156
Comparing Symptoms and Things

NINE Generic | 175
Distinguishing Good Similarity from Bad Similarity

TEN Same Ills, Same Pills | 194
Genealogies of Global Mental Health

ELEVEN Failed Biocommensurations | 214
Psychiatric Crises after the DSM-5

References | 235

Index | 269