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INTRODUCTION

Governing lipitor and lipstick: Capacity, sequencing, and power in international pharmaceutical and cosmetics regulation

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international market regulation. Historical institutionalism provides an important complement to existing transgovernmental research, offering clear expectations for the origins of and terms of influence within such cooperation. More generally, it opens up a rich toolbox for the analysis of industry-level global market governance, which affects the daily lives of many millions of consumers.

KEYWORDS: Sequencing transgovernmental politics regulatory capacity historical institutionalism pharmaceuticals cosmetics

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Notes

- 1 Ma paper consumers producti
- 2 This ar [Thelen](#) (4) and

3 Jurisdictions can consciously build-up regulatory capacity, as happened during the period of telecommunications liberalization, but such build-up does not happen overnight. See ([Vogel, 1996](#); [Gilardi, 2002](#)).

4 The paper focuses on structural power embodied in regulatory capacity and not the underlying preferences of the lead regulators. For an examination of preferences see ([Singer, 2007](#)).

5 A growing rationalist literature on the design of international institutions considers these questions. See ([Koremenos, Lipson and Snidal, 2001](#)).

6 This transposes sequencing arguments developed in the comparative setting to international issues. See (Posner, this issue; Newman 2008b; [Pierson, 2004](#)).

7 IMS Health, 2004. IMS World Review. Norwalk, CT.

8 The World Health Situation. Geneva: World Health Organization. Chapter 3.

9 See www.ich.org.

10 See “EMA inspections growing, get tougher than FDA audits, Wyeth exec says,” Warning Letter Bulletin, 12 July 2004.

11 See ([Hennev, 2001](#)).

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18 See Laurel Naversen Geraghty, "Should You Worry About the Chemicals in Your Makeup?" The New York Time, July 7, 2005.

19 On the issue of preference formation, see (Fioretos, this issue).

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