Broadcast Pharmaceutical Advertising In The United States Primetime Pill

Pushers

Should consumers fear advertising? This study argues that the answer is no, and that advertising's role is in promoting competition and reducing prices. These are conclusions drawn

from an analysis of economic evidence from around the world

Throughout its history, animation has been fundamentally shaped by its application to promotion and marketing, with animation playing a vital role in advertising history. In

individual case study chapters this book addresses, among others, the role of promotion and advertising for anime, Disney, MTV, Lotte Reiniger, Pixar and George Pal, and highlights American, Indian, Japanese, and European examples. This collection

reviews the history of famous animation studios and artists, and rediscovers overlooked ones. It situates animated advertising within the context of a diverse intermedial and multi-platform media environment, influenced by print, radio and digital

practices, and expanding beyond cinema and television screens into the workplace, theme park, trade expo and urban environment. It reveals the part that animation has played in shaping our consumption of particular brands and commodities, and assesses the

ways in which animated advertising has both changed and been changed by the technologies and media that supported it, including digital production and distribution in the present day. Challenging the traditional privileging of art or entertainment over

commercial animation, Animation and Advertising establishes a new and rich field of research, and raises many new questions concerning particular animation and media histories, and our methods for researching them.

In the wake of publicity and

congressional attention to drug safety issues, the Food and Drug Administration (FDA) requested the Institute of Medicine assess the drug safety system. The committee reported that a lack of clear regulatory authority, chronic underfunding, organizational

problems, and a scarcity of post-approval data about drugs' risks and benefits have hampered the FDA's ability to evaluate and address the safety of prescription drugs after they have reached the market. Noting that resources and therefore efforts to

monitor medications' riskâ€"benefit profiles taper off after approval, The Future of Drug Safety offers a broad set of recommendations to ensure that consideration of safety extends from before product approval through the entire time the product is marketed and

used.

NEW YORK TIMES BESTSELLER • From the author of Salt Sugar Fat comes a “gripping” (The Wall Street Journal) exposé of how the processed food industry exploits our evolutionary instincts, the emotions we associate

with food, and legal loopholes in their pursuit of profit over public health.

“The processed food industry has managed to avoid being lumped in with Big Tobacco—which is why Michael Moss’s new book is so important.”—Charles Duhigg, author of

The Power of Habit Everyone knows how hard it can be to maintain a healthy diet. But what if some of the decisions we make about what to eat are beyond our control? Is it possible that food is addictive, like drugs or alcohol? And to what extent does the

food industry know, or care, about these vulnerabilities? In Hooked, Pulitzer Prize–winning investigative reporter Michael Moss sets out to answer these questions—and to find the true peril in our food. Moss uses the latest research on addiction to uncover

what the scientific and medical communities—as well as food manufacturers—already know: that food, in some cases, is even more addictive than alcohol, cigarettes, and drugs. Our bodies are hardwired for sweets, so food giants have developed

fifty-six types of sugar to add to their products, creating in us the expectation that everything should be cloying; we've evolved to prefer fast, convenient meals, hence our modern-day preference for ready-to-eat foods. Moss goes on to show how the

processed food industry—including major companies like Nestlé, Mars, and Kellogg's—has tried not only to evade this troubling discovery about the addictiveness of food but to actually exploit it. For instance, in response to recent dieting trends, food

manufacturers have simply turned junk food into junk diets, filling grocery stores with “diet” foods that are hardly distinguishable from the products that got us into trouble in the first place. As obesity rates continue to climb, manufacturers are now claiming to add

ingredients that can effortlessly cure our compulsive eating habits. A gripping account of the legal battles, insidious marketing campaigns, and cutting-edge food science that have brought us to our current public health crisis, Hooked lays out all that the food

industry is doing to exploit and deepen our addictions, and shows us why what we eat has never mattered more.

A Social History

United States, 2003-2012

How They Deceive Us and What to Do About It

Drug Regulation in the United States
One Chemist's Single-Minded Crusade for Food Safety at the Turn of the Twentieth Century
2005 Edition

This book analyzes the profit-driven nature of the

pharmaceutical industry to explore how health care has become, and continues to be, commodified in the United States. Applequist addresses how pharmaceutical companies are shaping the meaning of drug interventions for individuals,

including the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care.

Leading economists discuss current health policy challenges, including prescription drugs

benefits as a component of Medicare and conversion to for-profit health plans.

This updated edition of a widely popular text spotlights how doctors can better communicate with their patients and how patients can better communicate

with their doctors. Extensive coverage of the Internet as a source of and distribution means for drug information, and detailed sections on evaluating medical literature from clinical trials Audience includes Pharmacists,

Pharmacy students and Pharmacy schools Updated to include using PDAs for medication information Covers the ethical and legal aspects of drug information management Nothing else like it on the market

Truth, Falsity, and Advertisers

Pain Management and the Opioid Epidemic

Ethical Criteria for Medicinal Drug Promotion

A History of How Law and Bioethics Transformed Medical Decision Making

Hooked

An Advertising Guide for Industry Rules and Guidance for Pharmaceutical Manufacturers and Distributors (Orange Guide) 2017

This book examines whether direct-to-consumer pharmaceutical advertising changed in response to

recommendations made by the FDA in 2009 to enhance the informational and motivational value of advertising to be more accessible to minority populations and consequently work to reduce health disparities.

A New York Times Notable Book The inspiration for PBS's AMERICAN

EXPERIENCE film The Poison Squad. From Pulitzer Prize winner and New York Times-bestselling author Deborah Blum, the dramatic true story of how food was made safe in the United States and the heroes, led by the inimitable Dr. Harvey Washington Wiley, who fought for change By the end of nineteenth

century, food was dangerous. Lethal, even. "Milk" might contain formaldehyde, most often used to embalm corpses. Decaying meat was preserved with both salicylic acid, a pharmaceutical chemical, and borax, a compound first identified as a cleaning product. This was not by accident; food

manufacturers had rushed to embrace the rise of industrial chemistry, and were knowingly selling harmful products. Unchecked by government regulation, basic safety, or even labelling requirements, they put profit before the health of their customers. By some estimates, in New York City alone,

thousands of children were killed by "embalmed milk" every year. Citizens--activists, journalists, scientists, and women's groups--began agitating for change. But even as protective measures were enacted in Europe, American corporations blocked even modest regulations. Then, in 1883, Dr.

Harvey Washington Wiley, a chemistry professor from Purdue University, was named chief chemist of the agriculture department, and the agency began methodically investigating food and drink fraud, even conducting shocking human tests on groups of young men who came to be known as, "The Poison

Squad." Over the next thirty years, a titanic struggle took place, with the courageous and fascinating Dr. Wiley campaigning indefatigably for food safety and consumer protection. Together with a gallant cast, including the muckraking reporter Upton Sinclair, whose fiction revealed the

horrific truth about the Chicago stockyards; Fannie Farmer, then the most famous cookbook author in the country; and Henry J. Heinz, one of the few food producers who actively advocated for pure food, Dr. Wiley changed history. When the landmark 1906 Food and Drug Act was finally

passed, it was known across the land, as "Dr. Wiley's Law." Blum brings to life this timeless and hugely satisfying "David and Goliath" tale with righteous verve and style, driving home the moral imperative of confronting corporate greed and government corruption with a bracing clarity, which speaks

resoundingly to the enormous social and political challenges we face today. David Rothman gives us a brilliant, finely etched study of medical practice today. Beginning in the mid-1960s, the practice of medicine in the United States underwent a most remarkable--and thoroughly

controversial--transformation. The discretion that the profession once enjoyed has been increasingly circumscribed, and now an almost bewildering number of parties and procedures participate in medical decision making. Well into the post-World War II period, decisions at the

bedside were the almost exclusive concern of the individual physician, even when they raised fundamental ethical and social issues. It was mainly doctors who wrote and read about the morality of withholding a course of antibiotics and letting pneumonia serve as the old man's best friend, of

considering a newborn with grave birth defects a "stillbirth" thus sparing the parents the agony of choice and the burden of care, of experimenting on the institutionalized the retarded to learn more about hepatitis, or of giving one patient and not another access to the iron lung when the machine was in

short supply. Moreover, it was usually the individual physician who decided these matters without formal discussions with patients, their families, or even with colleagues, and certainly without drawing the attention of journalists, judges, or professional philosophers. The impact of the

invasion of outsiders into medical decision-making, most generally framed, was to make the invisible visible. Outsiders to medicine--that is, lawyers, judges, legislators, and academics--have penetrated its every nook and cranny, in the process giving medicine exceptional prominence on the

public agenda and making it the subject of popular discourse. The glare of the spotlight transformed medical decision making, shaping not merely the external conditions under which medicine would be practiced (something that the state, through the regulation of licensure, had always done), but the very substance of

medical pract

Despite three decades of vigorous efforts at deregulation across the government, regulation remains ubiquitous. It also continues to be unpopular because it forces individuals and businesses to do things—frequently costly and unpleasant things—that they don't want to do. If

regulatory programs are to survive and remain effective, the challenge posed by their endemic unpopularity and political vulnerability must be met. Unlike much of the existing literature on regulation, Taming Regulation begins with the assumption that the government's capacity to utilize

regulation as a policy tool is vital. The book examines the questions of how to make the inherently coercive aspects of regulation more politically acceptable in the present antiregulatory environment and how the legal and administrative challenges of reform in ongoing regulatory programs might best be

approached. The authors explore these issues through a case study of administrative reform in the Superfund program. Chartered with an ambitious mission to clean up the nation's hazardous waste sites, Superfund was from its inception a uniquely aggressive and unpopular program. Yet despite the

election in 1994 of a Republican Congress committed to fundamental changes in environmental regulation, the Superfund program weathered the storm and remains intact today. The authors credit this political and programmatic success to a series of artfully designed and orchestrated

internal reforms that softened Superfund's implementation, thus increasing its political support while retaining its potent coercive tools. Taming Regulation provides a cautionary discussion of both the necessity and the difficulty of regulatory reform. It is essential reading for

students of regulation and environmental policy, for practitioners contemplating reform of ongoing regulatory programs, and for those interested in the checkered history of Superfund.

Most Drugs Withdrawn in Recent Years Had Greater Health Risks for Women

Promoting and Protecting the Health of the Public

The Truth About the Drug Companies

The Palgrave Handbook of Deceptive Communication

An Incongruity-Salience Hypothesis on Consumer Awareness

Food, Free Will, and How the Food

Giants Exploit Our Addictions

Fear of Persuasion

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid

crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. Chronic pain and opioid use disorder both

represent complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an

Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene a committee to update the state of the science on pain research, care, and

education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its

risk-benefit framework for opioid approval and monitoring.

The Global Guide to Pharma Marketing Codes will help marketers maximise public relations opportunities around the world. This publication provides an overview of

basic healthcare promotional regulations, and answers the most frequently asked questions about what is and isn't permitted with respect to the media and third party involvement. This truly unique guide was produced with the insight

and expertise of the largest independent public relations group dedicated exclusively to health and medical communications worldwide. GLOBALHealthPR (GHPR) is an international partnership uniting some of the

world's most successful independent healthcare public relations firms and their affiliates from major markets in Europe, the Americas and Asia.

Thanks to remarkable advances in modern health care attributable to

science, engineering, and medicine, it is now possible to cure or manage illnesses that were long deemed untreatable. At the same time, however, the United States is facing the vexing challenge of a seemingly uncontrolled rise in the

cost of health care. Total medical expenditures are rapidly approaching 20 percent of the gross domestic product and are crowding out other priorities of national importance. The use of increasingly expensive prescription

drugs is a significant part of this problem, making the cost of biopharmaceuticals a serious national concern with broad political implications. Especially with the highly visible and very large price increases for prescription drugs that

have occurred in recent years, finding a way to make prescription medicinesâ€"and health care at largeâ€"more affordable for everyone has become a socioeconomic imperative. Affordability is a complex function

of factors, including not just the prices of the drugs themselves, but also the details of an individual's insurance coverage and the number of medical conditions that an individual or family confronts. Therefore, any solution to the

affordability issue will require considering all of these factors together. The current high and increasing costs of prescription drugsâ€"coupled with the broader trends in overall health care costsâ€"is unsustainable to society

as a whole. Making Medicines Affordable examines patient access to affordable and effective therapies, with emphasis on drug pricing, inflation in the cost of drugs, and insurance design. This report explores structural and policy

factors influencing drug pricing, drug access programs, the emerging role of comparative effectiveness assessments in payment policies, changing finances of medical practice with regard to drug costs and

reimbursement, and measures to prevent drug shortages and foster continued innovation in drug development. It makes recommendations for policy actions that could address drug price trends, improve patient access to

affordable and effective treatments, and encourage innovations that address significant needs in health care.

With every passing year, the mutual mistrust between doctor and patient widens, as doctors retreat into

resentment and patients become increasingly disillusioned with the quality of care. Rich in anecdote as well as science 'Doctors and Their Patients' describes how both have arrived at this sad shape. Prescription Cholesterol-lowering

Medication Use in Adults Aged 40 and Over

Prescription Drugs: Improvements Needed in FDA's Oversight of Direct-to-Consumer Advertising

The Salience of Marketing Stimuli

Taking Your Medicine

Threat or Opportunity?

Improving Communication in Medical Visits

Conflict of Interest in Medical Research, Education, and Practice

Broadcast Pharmaceutical Advertising in the United

StatesPrime Time Pill Pushers After nearly twenty years of a "less is more" approach to antitrust, the Department of Justice under the Clinton administration took action against several major

corporations that rely on financial, transportation, and electronic networks to support their business—Visa/MasterCard, American Airlines, and Microsoft. In High Stakes

Antitrust, noted scholars with divergent opinions examine the impact and validity of the Justice Department's actions. Some believe that it was well within the law to pursue these companies, while others argue

that the administration exceeded its authority. They all agree, however, that the impact of the Clinton administration's antitrust policies will be felt for quite some time.

Physician-historian Jeremy A. Greene examines the mechanisms by which drugs and chronic disease categories define one another within medical research, clinical practice, and pharmaceutical

marketing, and he explores how this interaction has profoundly altered the experience, politics, ethics, and economy of health in late-twentieth-century America. "Resolution WHA41.17 adopted

by the Forty-first World Health Assembly, 13 May 1988" -- p.1.

Prescribing by Numbers

The Case for Regulation

Prime Time Pill Pushers

Taming Regulation

Doctors and Their Patients

Reducing Race Differences in Direct-to-Consumer Pharmaceutical Advertising

Reports on Managed Care

Deception and truth-telling weave through the fabric of nearly all human interactions and every

communication context. The Palgrave Handbook of Deceptive Communication unravels the topic of lying and deception in human communication, offering an interdisciplinary and comprehensive examination of the field, presenting

original research, and offering direction for future investigation and application. Highly prominent and emerging deception scholars from around the world investigate the myriad forms of deceptive behavior, cross-cultural perspectives on deceit,

moral dimensions of deceptive communication, theoretical approaches to the study of deception, and strategies for detecting and deterring deceit. Truth-telling, lies, and the many grey areas in-between are explored

in the contexts of identity formation, interpersonal relationships, groups and organizations, social and mass media, marketing, advertising, law enforcement interrogations, court, politics, and propaganda. This handbook is designed for advanced

undergraduate and graduate students, academics, researchers, practitioners, and anyone interested in the pervasive nature of truth, deception, and ethics in the modern world.

In consumer and social psychology,

salience has been generally treated as an attribute of a stimulus, which allows it to stand out and be noticed. Researchers, however, have only vaguely articulated the theoretical underpinnings of this term, thus impeding a thorough understanding

of the perceptual processes behind its use in complex marketing communications. This book presents a theoretical approach for enhancing consumer processing and memory of marketing communication. Using schema

theory and an information processing approach, the model introduced here - briefly referred to as the In-salience hypothesis emphasizes the nature of prominence which is intrinsic to any salience construct reviewed in

literature. This model is part of wider Dichotic theory of salience, according to which a stimulus is salient either when it is incongruent in a certain context to a perceiver's schema, or when it is congruent in a certain context to a perceiver's goal.

According to the four propositions of the model, in-salient stimuli are better recalled, affect both attention and interpretation, and are moderated by the degree of perceivers' comprehension (i.e., activation, accessibility, and

availability of schemata), and involvement (i.e., personal relevance of the stimuli). Results of two empirical studies on print advertisements show that in-salient ad messages have the strongest impact in triggering ad processing

which, in turn, leads to consumer awareness. The reading of this book is therefore recommended not only to academic scholars, but also to marketers especially planning ad campaigns and launches of new products.

Global Issues in Pharmaceutical Marketing presents a balanced, research-based perspective combined with a practical outlook on the current issues faced by the ethical, biotech, and generic segments of the pharmaceutical

industry. It integrates an analytical approach with a global view to examine such issues as market access, digital marketing, emerging markets, branding, and more. The book covers not only the North American and Western European

markets, but focuses on non-Western markets, such as Latin America and Asia. Each chapter is written as an individual essay about a given issue, and where relevant, original cases are provided to illustrate how these issues are

currently managed by the global industry. This book offers a thoughtful and thorough description of the industry ' s current situation and integrates the latest scholarly and industry research from different disciplines in one place for

convenient reference. It may be used in the following ways: To stimulate class discussions and inspire new streams of research for academics and graduate students; To introduce the industry to those interested in a career, to orient new industry hires,

or to provide experienced practitioners with current research that will enhance their knowledge; To provide an understanding of the industry for those in the healthcare sector, such as physicians, pharmacists, as well as medical and

pharmacy students; and To present recent and relevant research for those in government, public or private payers, and public policy environments to facilitate their decision making. This book will prove to be a useful resource and an

important source of information for academics and their students, professionals, and policymakers around the world.
"A complete and well-organized textbook on advertising"—Educational Book

Review Principles of Advertising: A Global Perspective, Second Edition updates the classic first edition of this exceptional classroom resource, selected as one of CHOICE magazine's Outstanding Academic Titles for 1999. Ideal for use as an

introductory textbook, the book presents an integrated marketing approach that's essential for keeping up with the changing world of contemporary advertising, and reflects the authors' expertise not just in advertising, but also in the

larger field of integrated marketing communications. The new edition of the book examines the environment in the advertising industry following the terrorist attacks on Sept. 11, 2001, as well as market segmentation, target marketing,

product positioning, buyer behavior, legal and political concerns, the creative aspects of advertising, and much more. Principles of Advertising: A Global Perspective, Second Edition equips instructors—and their

students—with the fundamental elements of the field with emphasis on ethical issues. The book includes a foreword by Don E. Schultz of Northwestern University's Integrated Marketing Communication program and

provides insights into effective local, national, and global integrated marketing strategies for print, electronic, and online advertising. This updated edition maintains the original format for each chapter of featuring " Global Perspectives, "

"Ethics Tracks," and short commentaries from practitioners in various fields, and adds 24 new illustrations and more recent examples of now-famous advertising campaigns. New material presented in Principles of Advertising: A

Global Perspective, Second Edition includes: the benefits of a graduate degree client-agency relationships targeting the middleman marketing to men Janet Jackson “ exposed ” pop-up ads marketing cosmetic surgery advertising as programming

controversial campaigns behavioral targeting or online stalking? Principles of Advertising: A Global Perspective, Second Edition examines new theories, new technologies, well-known advertising campaigns, and cultural

considerations for advertising in foreign markets to give your students current and proven information on the changing world of advertising.

Occupational Outlook Handbook

Making Medicines Affordable

Frontiers in Health Policy Research

The Impact of Direct-to-consumer Advertising on Pharmaceutical Prices and Demand

Animation and Advertising

Drugs and the Definition of Disease

Global Issues in Pharmaceutical Marketing

How often do we stop to recognize what pharmaceutical advertisements are telling us? Broadcast Pharmaceutical Advertising in the United States: Prime Time Pill Pushers engages with this question to include how pharmaceutical companies are

shaping the meaning of drug interventions for individuals and the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care. Such issues highlight how patients are being framed as

consumers in these advertisements, which then permits the commodification of health care to be celebrated. Such a celebration has strong ideological implications, including definitions of “the good life,” patient agency, and the role of DTCAs

in such depictions. By defining and discussing medicalization, pharmaceuticalization, and commodity fetishism, this book introduces how the term “pharmaceutical fetishism” can act as a means for describing the commodification of brand-name

pharmaceutical drugs, which, via advertising and promotional culture, ignores large-scale production and for-profit motives of “big pharma.” Creating an environment in which children in the United States grow up healthy should be a high priority for

the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Childrenâ€™s dietary and related health patterns are

shaped by the interplay of many factorsâ€"their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial media environmentsâ€"all of which, apart from their genetic

predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety

and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American

children? The answer to this question has the potential to shape a generation and is the focus of Food Marketing to Children and Youth. This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals,

industry companies, industry trade groups, media, and those involved in community and consumer advocacy. Commonly known as the Orange Guide, this book remains an essential reference for all manufacturers and distributors of medicines in Europe. It

provides a single authoritative source of European and UK guidance, information and legislation relating to the manufacture and distribution of human medicines.

Collaborations of physicians and researchers with industry can provide

valuable benefits to society, particularly in the translation of basic scientific discoveries to new therapies and products. Recent reports and news stories have, however, documented disturbing examples of relationships and practices that put at risk the

integrity of medical research, the objectivity of professional education, the quality of patient care, the soundness of clinical practice guidelines, and the public's trust in medicine. Conflict of Interest in Medical Research, Education, and

Practice provides a comprehensive look at conflict of interest in medicine. It offers principles to inform the design of policies to identify, limit, and manage conflicts of interest without damaging constructive collaboration with industry. It calls for both short-

term actions and long-term commitments by institutions and individuals, including leaders of academic medical centers, professional societies, patient advocacy groups, government agencies, and drug, device, and pharmaceutical companies.

Failure of the medical community to take convincing action on conflicts of interest invites additional legislative or regulatory measures that may be overly broad or unduly burdensome. Conflict of Interest in Medical Research, Education, and Practice makes several

recommendations for strengthening conflict of interest policies and curbing relationships that create risks with little benefit. The book will serve as an invaluable resource for individuals and organizations committed to high ethical standards in all realms of

medicine.

The Last Hurrah?

A Guide for Pharmacists

Parental Reactions to Recent Trends in Broadcast Pharmaceutical Advertising

A Global Perspective

The Poison Squad

Balancing Societal and Individual Benefits and Risks of Prescription Opioid Use

High-Stakes Antitrust

This detailed report covers over 5,000 companies and 300

industries with historical 2007 advertising budgets, 2008 ad-to-sales ratios and ad-to-gross margin ratios, as well as 2008 and 2009 budget forecasts and growth rates. Use it

to track competition, win new ad agency clients, set and justify ad budgets, sell space and time or plan new media ventures and new products. Includes industry and advertiser ad

spending rankings and data on over 300 major foreign companies.

During her two decades at The New England Journal of Medicine, Dr. Marcia Angell had a front-row

seat on the appalling spectacle of the pharmaceutical industry. She watched drug companies stray from their original mission of discovering and manufacturing useful drugs

and instead become vast marketing machines with unprecedented control over their own fortunes. She saw them gain nearly limitless influence over medical research,

education, and how doctors do their jobs. She sympathized as the American public, particularly the elderly, struggled and increasingly failed to meet spiraling

prescription drug prices. Now, in this bold, hard-hitting new book, Dr. Angell exposes the shocking truth of what the pharmaceutical industry has become-and argues for

essential, long-overdue change. Currently Americans spend a staggering $200 billion each year on prescription drugs. As Dr. Angell powerfully demonstrates,

claims that high drug prices are necessary to fund research and development are unfounded: The truth is that drug companies funnel the bulk of their resources into

the marketing of products of dubious benefit. Meanwhile, as profits soar, the companies brazenly use their wealth and power to push their agenda through Congress,

the FDA, and academic medical centers. Zeroing in on hugely successful drugs like AZT (the first drug to treat HIV/AIDS), Taxol (the best-selling cancer drug in history),

and the blockbuster allergy drug Claritin, Dr. Angell demonstrates exactly how new products are brought to market. Drug companies, she shows, routinely rely on publicly

funded institutions for their basic research; they rig clinical trials to make their products look better than they are; and they use their legions of lawyers to stretch out

government-granted exclusive marketing rights for years. They also flood the market with copycat drugs that cost a lot more than the drugs they mimic but are no more effective.

The American pharmaceutical industry needs to be saved, mainly from itself, and Dr. Angell proposes a program of vital reforms, which includes restoring

impartiality to clinical research and severing the ties between drug companies and medical education. Written with fierce passion and substantiated with in-

depth research, The Truth About the Drug Companies is a searing indictment of an industry that has spun out of control. Expenditures on prescription drugs are one

of the fastest growing components of national health care spending, rising by almost three-fold between 1995 and 2007. Coinciding with this growth in prescription

drug expenditures has been a rapid rise in direct-to-consumer advertising (DTCA), made feasible by the Food and Drug Administration's (FDA) clarification and

relaxation of the rules governing broadcast advertising in 1997 and 1999. This study investigates the separate effects of broadcast and non-broadcast DTCA on

price and demand, utilizing an extended time series of monthly records for all advertised and non-advertised drugs in four major therapeutic classes spanning 1994-2005, a

period which enveloped the shifts in FDA guidelines and the large expansions in DTCA. Controlling for promotion aimed at physicians, results from fixed effects models

suggest that broadcast DTCA positively impacts own-sales and price, with an estimated elasticity of 0.10 and 0.04 respectively. Relative to broadcast DTCA, non-

broadcast DTCA has a smaller impact on sales (elasticity of 0.05) and price (elasticity of 0.02). Simulations suggest that the expansion in broadcast DTCA may be

responsible for about 19 percent of the overall growth in prescription drug expenditures over the sample period, with over two-thirds of this impact being driven by an

increase in demand as a result of the DTCA expansion and the remainder due to higher prices.

Ivan L. Preston, recognized as a preeminent

scholar of the legal dimensions of American advertising, has written The Tangled Web They Weave for the ordinary consumer as well as for advertisers and trade regulators. His

frank aim is to demonstrate how advertising can better serve its audience. Advertising, Preston points out, is full of falsity that is quite

legal. Indeed, clever presentation of lies can make advertising entertaining to consumers, and Preston provides lively examples and anecdotes of such cases.

The problem with falsity in advertising, he argues, is not so much with the bald lie as it is with deception. It is in this thicket of implied claims that he shows us the

dangers and indicates the need for regulatory adjustment. Preston takes us down the slippery slope, from the high ground of honest product claims to the unscrupulous

bottom-of-the-barrel claims that are wholly false. Along the way he documents the subtle misrepresentations, half and lesser truths, and exploitations of our

gullibility that abound in contemporary advertising. The cases he describes are sometimes comic and sometimes shocking and infuriating. Preston's agenda is not merely to

cry Foul! He sees advertising as performing not only a legitimate but an important public service. It is in all our interests, therefore, to perfect and not just

pillory. As he concludes, "It is the time to see a way to serve society by creating a standard of personal and corporate credibility under which all advertisers,

regulators, and consumers should want to live."

Drug Safety

Superfund and the Challenge of Regulatory Reform

Advertising Ratios and

Budgets

Food Marketing to Children and Youth

The Future of Drug Safety

Drug Information

Dietary Supplements

Ethics in the era of

managed care This collection of AMA Council Reports from 1990 to 1997 examine a variety of ethical issues concerning managed care. Report

topics include financial incentives to limit care, cost containment involving prescription drugs, restrictions on disclosure in managed care contracts, ethical

issues in negotiating discounts for specialty care, capitation, and more. An analysis of current issues in medical ethics is also included.

Principles of Advertising
Broadcast Pharmaceutical Advertising in the United States
The People's Pharmacy®
Strangers at the Bedside

Doctors Talking with Patients/patients Talking with Doctors The Tangled Web They Weave Primetime Pill Pushers