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## PRESCRIPTION DRUGS: SELECTED DIRECT-TO-CONSUMER ADVERTISING STUDIES HAVE METHODOLOGICAL FLAWS: PEMD-91-20



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U.S. Government  
Accountability Office (GAO)

BiblioGov. Paperback. Book Condition: New. This item is printed on demand. Paperback. 26 pages. Dimensions: 9.7in. x 7.4in. x 0.1in. Pursuant to a congressional request, GAO reviewed five technical studies conducted by a marketing research firm which claim that direct-to-consumer prescription drug advertising is increasing among both physicians and consumers, focusing on whether the methodology sufficiently ensured the accuracy and generalizability of its claim. GAO found that: (1) the physicians surveys in the marketing firms studies could not be generalized, since...

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