

Find eBook

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



Prescription Drugs: Selected Direct-to-Consumer Advertising Studies Have Methodological Flaws: PEMD-91-20

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...

Download PDF Prescription Drugs: Selected Direct-To-Consumer Advertising Studies Have Methodological Flaws: Pemd-91-20

- Authored by -
- Released at -



Filesize: 8.68 MB

Reviews

This publication is definitely worth buying. It can be loaded with wisdom and knowledge I am easily could possibly get a satisfaction of looking at a composed publication.

-- **Rhiannon Steuber**

Very helpful to all type of individuals. It really is rally interesting throug looking at time. Its been designed in an extremely basic way which is just soon after i finished reading this pdf through which basically modified me, change the way i believe.

-- **Tyshawn Brekke**

Related Books

- [Animalogy: Animal Analogies](#)
- [Molly on the Shore, BFMS 1 Study score](#)
- [The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im](#)
- [Gonna Throw...](#)
- [Coronation Mass, K. 317 Vocal Score Latin Edition](#)
- [The Pickthorn Chronicles](#)