

Public Policy Issues in Direct-to-Consumer Advertising

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Citation Report

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1	Direct-to-Consumer Advertising and the Demand for Cholesterol-Reducing Drugs. <i>Journal of Law and Economics</i> , 2002, 45, 673-690.	0.6	76
2	Direct-to-Consumer Advertising of Prescription Drugs: The Evidence Says No. <i>Journal of Public Policy and Marketing</i> , 2002, 21, 194-201.	2.2	106
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