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ADVERTISING (Cont'd) Exhibits, meetings Expense Direct mail Doctor, average amount per Periodicals Prescription dollar breakdown Food and Drug Act, regulations, approval Gimmicks Cost Use

- 2 -

Impact Industry limitation Pharmaceutical Manufacturers Association, member companies Physicians Impact Recommendations Prescription drugs, abuses, problems, recommendations Professional journals

Restrictions Sales dollar, percentage Scientific manuals, production Special promotions - doctors' golf games, others Types, percentage rating physician's choice United States, Federal Trade Commission regulations See also Marketing

417

357-359,559-562,762 558 555,580,1176-77,1200-1 559-567 19,20,1154,2249-51

254,553,556 227-235,254-255,398-399,409,563,565,569, 1201,1259-60,1807 2379-80,2476-92 2230,2343

95,226-228,260,334,335

2313-14,2348-49 1268-69

241

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578-583,2634-35 401,402,416,548,555, 614,653,1135,2379,2381 1230,1249 2326 256 554