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Pharmaceutical companies are bombarding the airwaves with TV ads, showering doctors with gifts to get them to prescribe more of their drugs, and practicing other marketing tactics that can get them into hot water. The topic of drug marketing will examine the myriad ways the industry pushes its products -- and the inevitable controversies that result.

Drug Marketing is part of Business Exchange, suggested by [Arlene Weintraub](#). This topic contains **388 news** and **835 blog** items. Read updated news, blogs, and resources about Drug Marketing. Find user-submitted articles and reactions on Drug Marketing from like-minded professionals.

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Other useful pages, Web sites and tools related to this topic.

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[SAVE](#) **Studies on Direct To Consumer Advertising (DTCA) of Prescription Drugs...** [more](#)

A random sampling of studies that examine the impact of direct-to-consumer drug advertising.

[prescriptiondrugs.procon.org](#). Added to topic by [Arlene Weintraub](#) on June 16

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[SAVE](#) **The Official Site of Pfizer-Wyeth** [more](#)

This site is the officially sanctioned online voice of the Pfizer-Wyeth merger.

[premierbiopharma.com](#). Added to topic by [Jason Waters](#) on January 26

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[SAVE](#) **Keeping Watch Over Drug Ads** [more](#)

The FDA's latest guidelines for direct-to-consumer advertising.

[fda.gov](#). Added to topic by [Arlene Weintraub](#) on October 1

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[SAVE](#) **Kaiser Family Foundation Candidate Tracker** [more](#)

Use this interactive tool to assess where the Presidential candidates stand on health care issues.

[health08.org](#). Added to topic by [Arlene Weintraub](#) on September 26

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[SAVE](#) **Public Citizen** [more](#)

This DC watchdog group keeps a close eye on the pharmaceutical industry.

[citizen.org](#). Added to topic by [Arlene Weintraub](#) on September 5

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[SAVE](#) **Biotechnology Industry Organization** [more](#)

This umbrella group for the biotech industry guides its members on marketing and other issues.

[bio.org](#). Added to topic by [Arlene Weintraub](#) on September 5

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[SAVE](#) **Pharmed Out** [more](#)

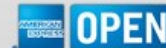
An informational site about conflicts of interest in drug marketing.

[pharmedout.org](#). Added to topic by [Arlene Weintraub](#) on September 5

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140 contributions



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[ADD](#) **Jason Waters**

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Community Editor, BusinessWeek, Online Media  
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[SAVE](#) **No Free Lunch** [more](#)

This organization is made up of physicians who refuse to take meals and other gifts from pharmaceutical companies.

[nofreelunch.org](#). Added to topic by [Arlene Weintraub](#) on September 5  
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[SAVE](#) **Pharmaceutical Research and Manufacturers of America (PhRMA)** [more](#)

PhRMA establishes marketing guidelines for drug companies to follow.

[phrma.org](#). Added to topic by [Arlene Weintraub](#) on September 5  
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#### TOP SOURCES: DRUG MARKETING

[fda.gov](#)

[health08.org](#)

[premierbiopharma.com](#)

[prescriptiondrugs.procon.org](#)

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Eisai | Woodcliff Lake, NJ  
Posted: Aug 10

#### Sales & Marketing Manager

Abaco International | Houston, TX  
Posted: Jul 17

#### Division Merchandise Manager - Food; Consumables / Drug Store

Sears Holdings | Hoffman Estates, IL  
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