



## Scholar's Secret Success-Finder

### Topic: Pros and Cons of Direct-to-Consumer Advertising of Prescription Drugs

**As You Begin...** Turn on the TV or flip open a magazine and chances are that you'll soon see an ad for a prescription drug. Commonplace though they may be in our daily lives, the US is one of only two countries *in the world* where such direct-to-consumer (DTC) advertising is legal. Opponents argue that DTC ads manipulate; proponents say they educate. What do you say?

### Start by Getting an Overview of Your Topic:

Schacter, Bernice Zeldin. *The New Medicines: How Drugs are Created, Approved, Marketed, and Sold*. Westport, Conn.: Praeger, 2006.

Prescription Drug Industry Factbook. Washington: Pharmaceutical Manufacturers Association, 1976-.

ProCon.org <http://prescriptiondrugs.procon.org/>

**Dig Deeper into Books – find them using the Library Catalog...** try browsing these subjects in the catalog (or scanning 615.19, 174, and 338.4 on the shelf):

Pharmaceutical industry – United States.  
Advertising – Drugs – United States.  
Drugs – United States – Marketing

Marketing – Moral and ethical aspects – United States  
Business ethics – United States

**Try these Keywords...** (especially in combination) when searching the internet or library catalog:

Direct-to-consumer (or DTC) advertising  
Pros and cons  
Ethics

Prescription drugs (or medications)  
Pharmaceuticals  
Impact (or effects)

**Read what Experts Say in Published Articles (search Indexes to find them)...** try "advanced search," combining keywords shown above (be sure to enclose phrases in quotes):

Opposing Viewpoints Resource Center (Gale Group)  
CQ Researcher (CQ Press)

Health Business FullText (EBSCOhost)  
MasterFile Premier (EBSCOhost)

### Save Time by Exploring these Vetted Websites first...

SourceWatch.org [http://www.sourcewatch.org/index.php?title=Direct-to-consumer\\_advertising](http://www.sourcewatch.org/index.php?title=Direct-to-consumer_advertising)

US Food and Drug Administration "Keeping Watch Over Direct-to-Consumer Ads"

<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm107170.htm>

US Government Accountability Office "Trends in FDA's Oversight of Direct-to-Consumer Advertising"

<http://www.gao.gov/highlights/d08758thigh.pdf>

### Locate Experts, Find Statistics, or Review Research from Professional Organizations...

American Medical Association <http://www.ama-assn.org>

Indiana University Center for Bioethics <http://bioethics.medicine.iu.edu/>

Your own family doctor