# Promotion of Pharmaceuticals: Issues, Trends, Options

## CONTENTS

**Pharmaceutical Promotion: Information or Persuasion?** 1  
*Dev S. Pathak*  
*Alan Escovitz*  
*Suzan Kucukarslan*

**Trends in Advertising Pharmaceuticals: A Publisher’s Perspective** 5  
*William J. Reynolds*

**Medical Marketing Communications Today:** 23  
*Use and Abuse*  
*Martin E. Cearnal*

- Communication Trends 23  
- Selecting the Medical Message 25  
- Will Medical Education Increase? 25  
- Abuse and How to Avoid It 26  
- Evolving Guidelines 28  
- Implications and Reactions 30  
- A Word About Patient Interests 31  
- Conclusion 32

**Prescription Drug Advertising: An Industry Perspective** 33  
*Peter R. Seaver*

**Prescription Drug Advertising: A Critic’s Perspective** 43  
*Michael R. Waldholz*