

1. Record Nr.	UNINA9910689605003321
Titolo	Direct to consumer advertising (DTC) : hearing before the Subcommittee on Consumer Affairs, Foreign Commerce, and Tourism of the Committee on Commerce, Science, and Transportation, United States Senate, One Hundred Seventh Congress, first session, July 24, 2001
Descrizione fisica	1 online resource (iii, 67 p.) : ill
Soggetti	Advertising - Drugs - United States Drugs - Marketing - United States Prescription pricing - United States Consumer protection - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia