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Sommario/riassunto	Today, pharmaceutical companies are increasing their marketing budgets to advertise directly to the consumer. This spiraling effort has begun to attract the attention of both consumer advocacy groups, as well as the federal government (in the USA), in terms of taking a closer look at the effects of such advertising efforts. In July of 2005, the US Senate Majority leader asked pharmaceutical marketers to voluntarily stop their direct-to-consumer advertising during a drug's

first two years on the market. The ability for a pharmaceutical company to affect both the physician (who can prescribe a specific dr
