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		9 The Economics of Drug-Related Morbidity and Mortality: Ethical Considerations10 Holistic Approach in Choice of Pharmaceutical Agents: Ethical Responsibilities; 11 Ethical Values in the Treatment of Depression and Anxiety; 12 Ethical Promotion and Advertising of

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Sommario/riassunto	Pharmaceutical Ethics is an important text, which aims to provide the ethical guidelines much needed by the pharmaceutical industry. By focusing on many of the central issues such as the ethical aspects of clinical trials, informed consent, physician or patient choice and pharmaceutical advertising, this text will provide very good coverage of an area which perhaps still lacks coherent instruction.* Covers ethical issues involved in the testing and use of pharmaceuticals on human beings* Investigates issues such as whether choice of drug should lie with the physician or the patient