

Book Review

Promotion of Pharmaceuticals: Issues, Trends, Options. Edited by Dev. S. Pathak, Alan Escovitz, and Susan Kucukarslan. Pharmaceutical Products Press, New York, 1993, 165 pp., ISBN 1-56024-384-8, \$32.95 (hard cover).

Pharmaceutical promotion is a complex and controversial topic, evidenced by the wide range of viewpoints presented in this publication. Based on presentations from the 36th Annual Ohio Pharmaceutical Seminar, this collection of thirteen essays examines key issues and evolving trends in pharmaceutical promotion from the perspectives of principle players in the health care industry, including the physician, the pharmacist, the pharmaceutical manufacturer, the medical journal publisher, and the FDA.

Controversy surrounds the issue of pharmaceutical promotion, particularly Continuing Medical Education (CME) seminars that are traditionally financed by pharmaceutical manufacturers. Is pharmaceutical promotion playing a beneficial role in society by educating medical professionals and the public, while encouraging competition and innovation in drug development as members of the pharmaceutical industry indicate in this publication, or is it approaching outright bribery, as a medical writer from *The Wall Street Journal* contends? Contributors to this publication representing dif-

ferent segments of the health care industry examine the social, ethical, and legal implications concerning pharmaceutical promotion. Two different interpretations of the law regarding the authority of the FDA to regulate pharmaceutical advertising are presented by the Associate Chief Counsel of the FDA and a senior partner at a prominent Washington, DC law firm. Finally, emerging trends in health care communications are examined, including direct-to-consumer advertising, the increasing role of the pharmacist in patient education, and the globalization of pharmaceutical promotion.

Promotion of Pharmaceuticals: Issues, Trends, Options encompasses opposing perspectives from key members of the health care industry, including manufacturers, physicians, pharmacists, and the FDA. This is an excellent resource for gaining a well-rounded view of the complex issues engendered by pharmaceutical promotion.

Georgia K. Andritsakis
Marketing Analyst
Agouron Pharmaceuticals, Inc.
3565 General Atomics Court
San Diego, CA 92121-1122

Association News and Announcements

INDUSTRIAL RHEOLOGY: PRINCIPLES AND PRACTICE

This special program will take place on Monday, August 1 through Friday, August 5, 1994 at the Massachusetts Institute of Technology. It is intended for scientists and engineers, working in research, processing, product development, quality control, marketing and servicing of pharmaceuticals, cosmetics, biopolymers, biomaterials, biomedical products, oil and petroproducts, paints and pigments, paper and pulp, food products, and other complex materials. The program will review fundamental principals of the rheology of solutions, dispersions, suspensions, pastes, gels, emul-

sions, and solids; discuss current development of theories and analysis of the flow and deformation behavior of proteins, hydrocolloids, polysaccharides, polyelectrolytes, oils, lipids and their mixtures, supermolecular structures and composites; focus on the application of pigment materials and products with examples demonstrated in the laboratory; and devote attention to specific problems suggested by the participants. The course is directed by Dr. ChoKyun Rha, Professor of Biomaterials Science and Engineering, Massachusetts Institute of Technology. For further information please contact: Director of the Summer Session, M.I.T. Room E19-356, Cambridge, Massachusetts 02139; phone: 617-253-4697; fax 617-253-8945.