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“awareness raising” campaigns seek to transform the worried well into the worried sick. Whereas in the United States the direct advertising of drugs to consumers is possible, in Britain, where this is prohibited, campaigns promote awareness of conditions such as erectile dysfunction, prompting requests for prescriptions.

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It had long been his dream, he said, to make drugs for healthy people - so that Merck could "sell to everyone."

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Jim Beam 'White Label': The world's top-selling bourbon. Photo Illustration: Brad Japhe. Plenty of ink is spelled in the

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