



Ban on DTCA represents State takeover

As part of his campaign to censor pharmaceutical companies, Professor Les Toop (<http://www.nzma.org.nz/journal/116-1180/557/>)¹ submits as ‘evidence’ a bar graph showing that his gang of supporters is larger than that of Barrie Saunders. Does he really believe that a show of numerical strength constitutes proof of anything, even if followed by the Latin abbreviation QED?

A ban on direct-to-consumer advertising is another step toward a complete takeover of the medical and advertising industries by the State. The medical academics pushing this attack on free expression are funded by that very same State – and who, after all, would bite the hand that feeds?

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References:

1. Saunders B. Direct-to-consumer advertising – where does the public interest lie? NZ Med J 2003;116(1180). URL: <http://www.nzma.org.nz/journal/116-1180/557/>