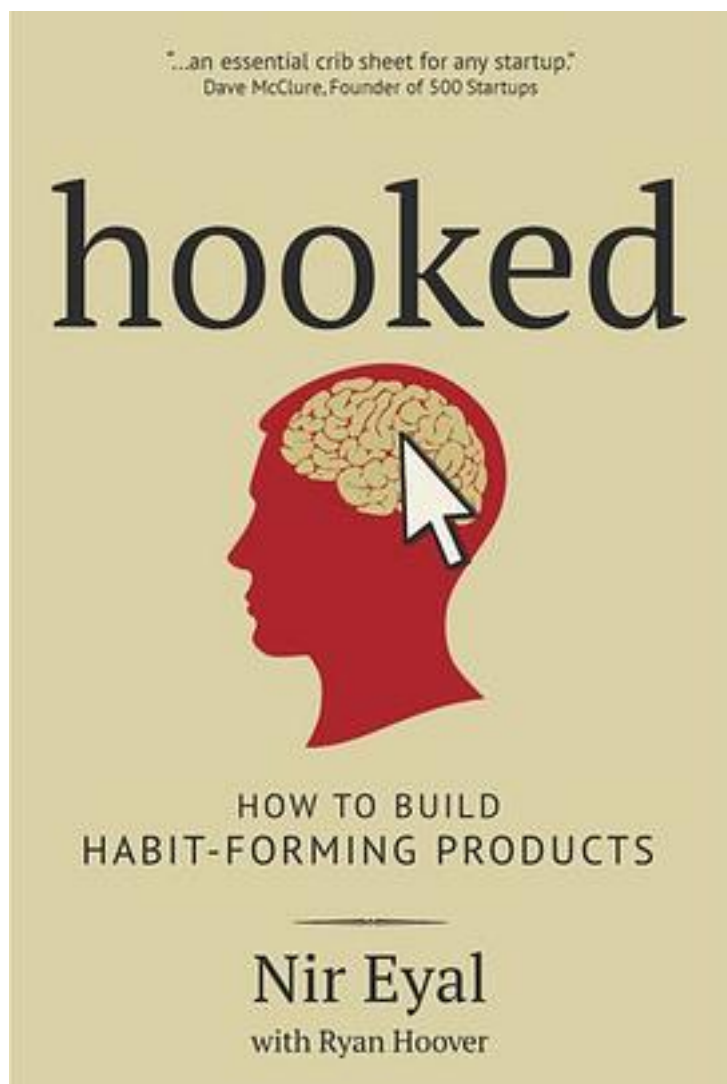


Hooked



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著者:Brody, Baruch A.

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For decades, medical professionals have been betraying the public's trust by accepting various benefits from the pharmaceutical industry. Drug company representatives and doctors alike have promulgated creative rationalizations to portray this behavior positively, as if it really serves the interest of the public. In *Hooked: Ethics, the Medical Profession, and the Pharmaceutical Industry*, Howard Brody claims that we can neither understand the problem, nor propose helpful solutions until we fully recognize the many levels of activity that connect these two industries. Then, for real improvement to occur, the doctors themselves need to not only change their behavior, but also change how they view the actions of their peers and colleagues. We can pass laws and enact regulations, so that those physicians that do choose to focus on ethics won't be in an environment where they feel as if they are swimming against too strong a current to make meaningful change, but ultimately a profession has to take responsibility for its own integrity.

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