

Or (as in this case) not buy things that enhance your utility

Deceptive advertising is particularly worrying in the healthcare context studied here

Law firms advertise to recruit clients for lawsuits against pharma companies

Paper finds that drug injury ads reduce prescriptions of ant coagulants, increase hospitalizations for related ailments

Takes endogeneity of advertising seriously, link to important public health outcomes, transparent about identification assumptions, focus on confidence intervals rather than simply point estimates

Comments

Many things to like about this paper!

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