

## 15472 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

to consumer criticism would ever knowingly permit its companies' products to be marketed under double or deceptive standards, or in any way whatsoever that would result in extraordinary risk to the public in any part of the world. The fact is that such question is rarely, if ever, put to the Boards. It is customary for the Directors to leave all day-to-day operating procedures to its field management, and then simply to inspect the financial results of such procedure. In the pharmaceutical industry something a lot more responsible than that is called for on the part of Directors. They must question precisely the way their organization is carrying out its social responsibility and to set specific standards and guidelines for the promotion of its products. If they feel that their own research staff is of such caliber and integrity as to set standards and to control and limit all promotion activities of the company, then this should be their policy and it should be applied everywhere uniformly where regulation permits. If they should wish to follow such a policy without regard for outside opinion except where such opinion is imposed upon them by law, it would be their right to do so. Without making the individual judgments themselves, they would still have to understand exactly how such judgments were arrived at between the sales and scientific departments of their organizations and would accept the infallibility of those decisions with the clear understanding that theirs was the final responsibility. It is doubtful that any Board today would take such an