

# MM&M

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## DTC ON DEMAND

Consumer marketers like **AstraZeneca's Tammy Smalls** are not exactly turning off the TV just yet — but they are spending more time on YouTube and Facebook

### WOLFE AT THE DOOR

The public face of Public Citizen talks about his new role on the FDA safety committee

### MORE RED INK FOR MEDICAL PUBLISHERS

The latest PERQ/HCI Journal Ad Review

### EYE CANDY

Legal obstacles challenge pharma's ability to brand drugs using color, shape and size



