

The Opioid Crisis: Do Marketing Activities Trigger Negative Externalities?

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ABSTRACT

Aggressive pharmaceutical marketing practices are blamed for the escalating intensity of the current opioid crisis. This study aims to understand if pharmaceutical marketing imperils public interest to raise questions about the moral imperative of the marketing discipline. A systematic analysis of court documents indicates that, for the case examined, diverse marketing practices are systematically developed with the strategic intent to enhance prescription writing in favor of the company. Implications for the opioid crisis, pharmaceutical marketing, and public policy conclude the paper.

Keywords: Opioid crisis, marketing activities, pharmaceutical marketing, public policy

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