Part III PART IV

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For the pharmaceutical industry, the placebo effect is a problem. Chemists in the industry are under pressure because they must keep investors "in good spirits". Monopolies and patents for new medicines expire after a few years, then other companies are allowed to produce the same medicine and sell it more cheaply. Whoever does not then bring a new, "effective" product out of the laboratory risks a collapse in their stock price. Whoever wants to prove efficacy must first overcome the placebo effect and show that their new medicine is more effective.

If the industry preferred to ally itself with the strength and emotion of the patient, the placebo effect could be optimized. However, this would mean that human suffering would address the "suffering" of patents and sales monopolies, which would have a negative impact on stock values and upset investors. A simple rice test, such as the one by Emoto, must therefore not show what it shows and is considered a threat by some. Part V

It's good.
to be truu.