

Marketing of ambien and lunesta

[Business](#), [Marketing](#)



Marketers of the drug continue to pass insufficient and misleading information to the potential consumers and even failing to warn that overdose of the drugs can suppress breathing and lead to death (Hart & Ksir, 2011). To achieve effectiveness, marketers of Ambien and Lunesta should sensitize consumers that high dose of short-acting drugs cannot substitute the long-acting barbiturate drugs.

The general effect of the approach used in marketing Ambien and Lunesta relates to consumers perceiving the drugs as only sleep inducers (Hart & Ksir, 2011). Many distressed individuals have resorted into using the drugs especially when they cannot sleep. The marketing approach that depicts the drugs as good for causing sleep has made societies across the world overrate the benefits of the drugs. Instead of seeking to handle social issues amicably and soberly, people tend to take short-cuts through the use of Lunesta and Ambien that can quickly drive one into sleep. In addition, the marketing of Ambien and Lunesta as less likely to cause dependency has seen the increased preference of the drugs among consumers.