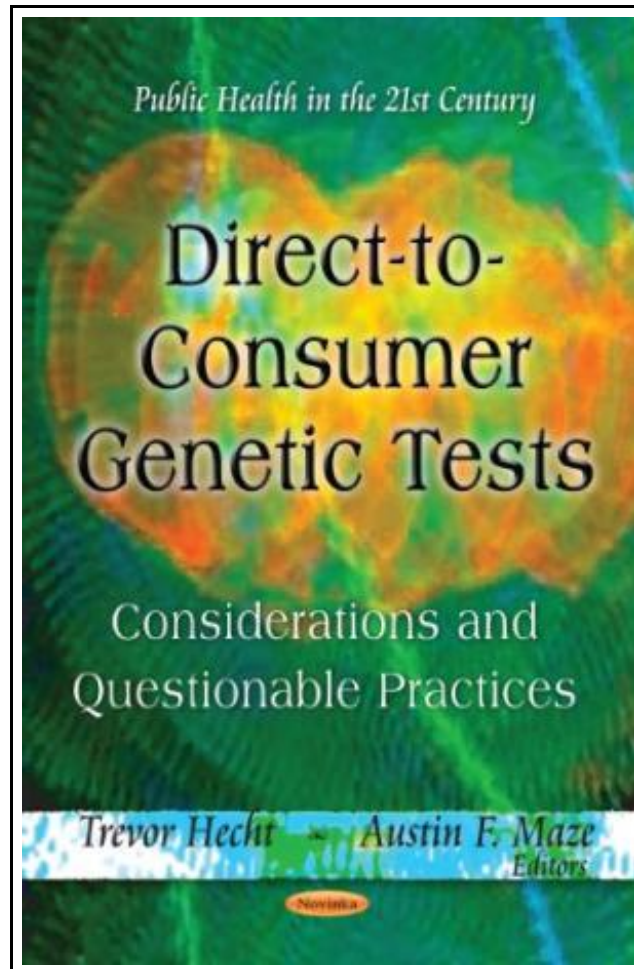


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Nova Science Publishers Inc. Paperback. Book Condition: new. BRAND NEW, Direct-to-Consumer Genetic Tests: Considerations and Questionable Practices, Trevor Hecht, Austin F. Maze, In 2006, the Government Accountability Office (GAO) investigated companies selling direct-to-consumer (DTC) genetic tests and testified that these companies made medically unproven disease predictions. Although new companies have since been touted as being more reputable, experts remain concerned that the test results mislead consumers. This book examines the genetic tests currently on the market; the misleading test results themselves; the deceptive marketing techniques utilized; and other questionable practices.



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