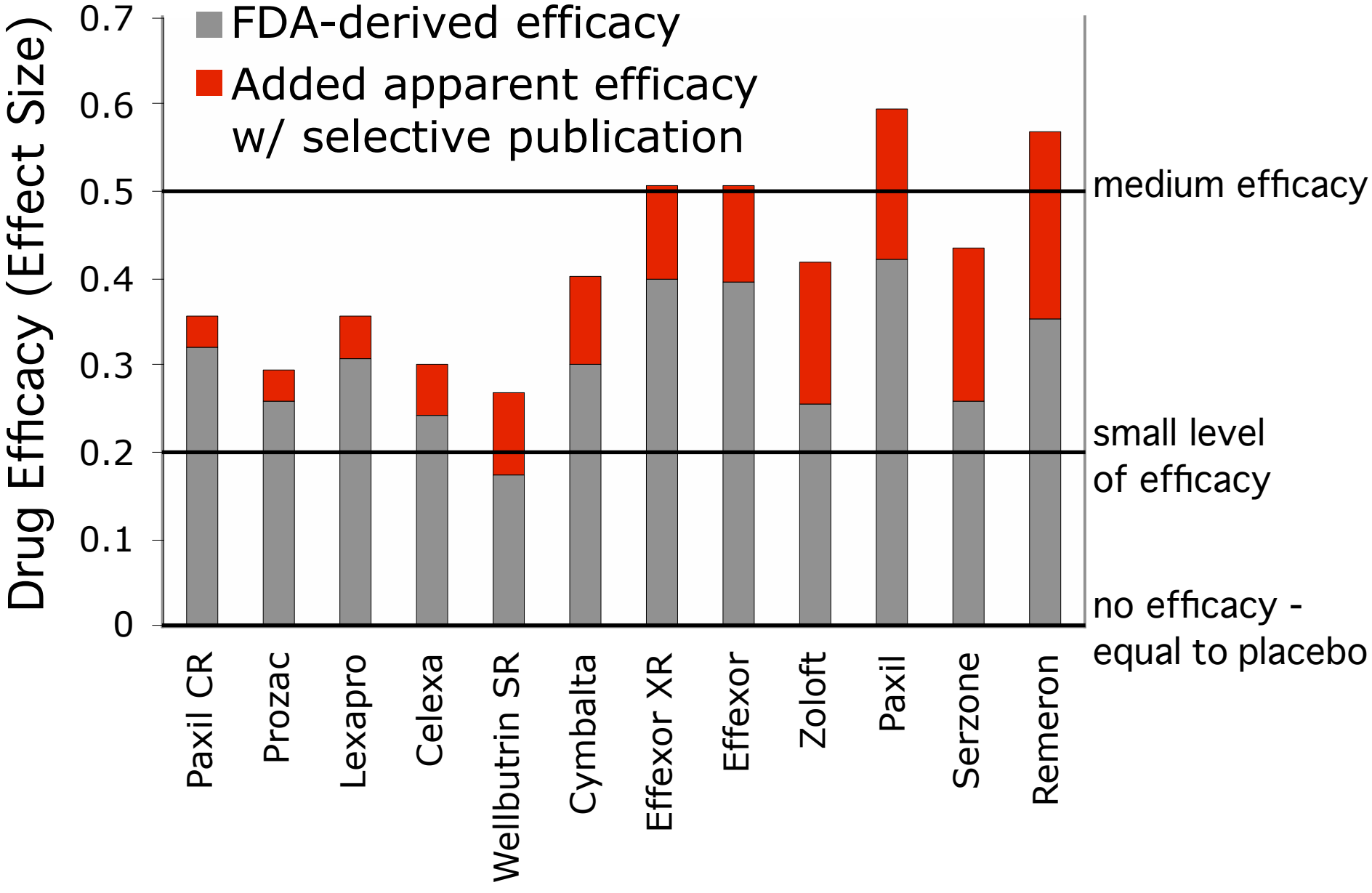
Drug Efficacy (Effect Size)
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
FDA-derived efficacy
Added apparent efficacy w/ selective publication
medium efficacy
small level of efficacy
no efficacy - equal to placebo
Paxil CR
Prozac
Lexapro
Celexa
Wellbutrin SR
Cymbalta
Effexor XR
Effexor
Zoloft
Paxil
Serzone
Remeron