

## Reprint – Survey Results

### Out-of-the-Box Marketing

By John Mack

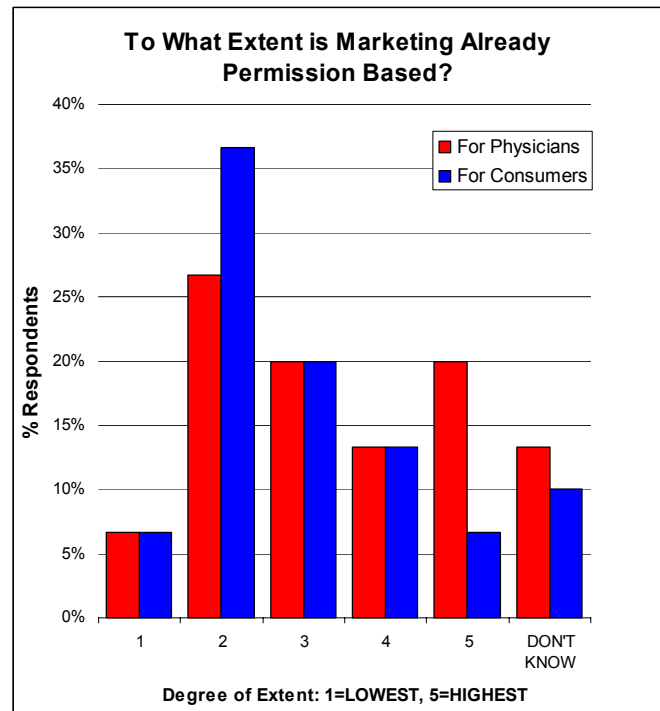
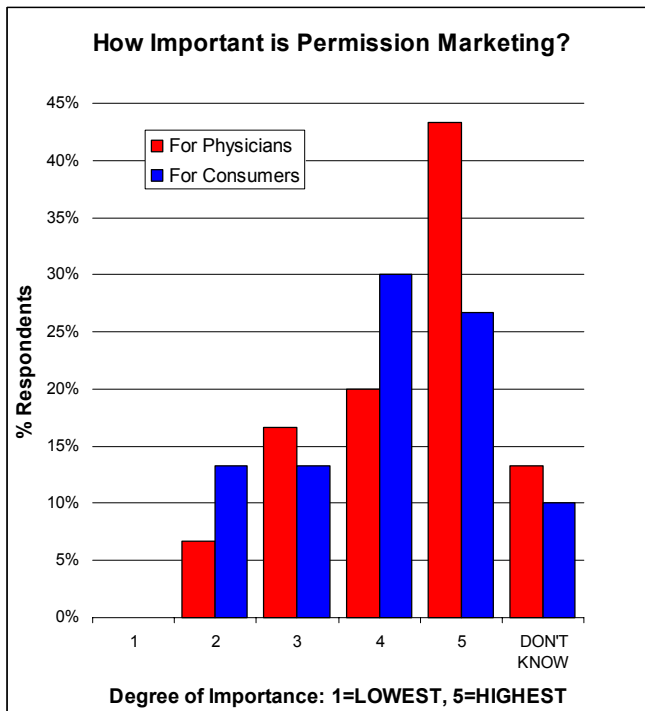
The Pharma Marketing News “Out-of-the-Box Marketing Survey” asked readers: (1) How important is Permission Marketing for pharmaceutical marketing to physicians and patients, and (2) To what extent is pharmaceutical marketing already “Permission Marketing?”

The survey also asked: How good a job are pharmaceutical market researchers doing

“measuring” physician attention to drug promotional efforts? Seventy-three percent (73%) respondents answered in the 1-3 range (Very Poor to Middling).

The results, so far, are presented in the charts below.

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