

Special Supplement
Direct-to-Consumer Advertising
Volume One: Emerging Issues



The collection of articles and commentary in this first *Pharma Marketing News* Special Supplement dedicated to DTC advertising chronicles the emergence of issues and debates that have led up to the industry's self-regulatory principles.

Special Supplement
Direct-to-Consumer Advertising
Volume Two: Best Practices



Volume Two this Special Supplement is devoted to DTC Best Practices with a focus on techniques for improving DTC campaigns. Included are interviews with many experts on branding, market research, alternative media, and direct marketing.

\$ 29.95 Each or \$49.95 for Both

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