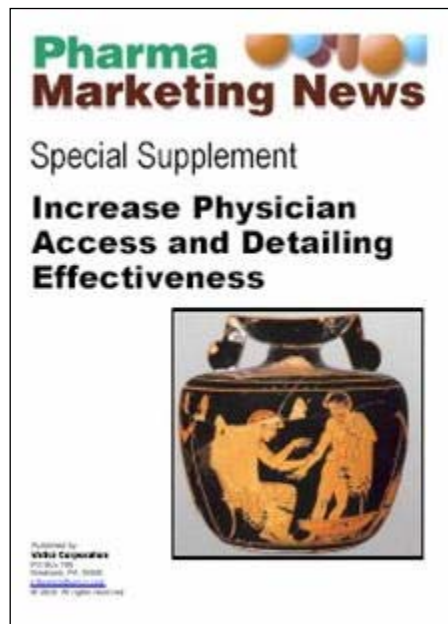


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Through articles and real-world case studies this Special Supplement to Pharma Marketing News presents the collective wisdom of many marketing experts who offer solutions to the problem of decreasing sales rep effectiveness and decreasing return on the physician marketing dollar.

The information in this Supplement is certain to give you a better understanding of the issues relating to physician access and how to improve the effectiveness of your physician marketing and sales campaigns.

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- A Crisis in Professional Detailing
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