

Special Supplement: **Social Media Pharma Marketing**

Damned If You Do, Damned If You Don't?



Is it time for the pharmaceutical industry to take the advice of some of its critics and use the new "social media" tools available to it and extricate itself from its moribund situation of declining ROI? eMarketing remains a challenge for the pharmaceutical industry. The selection of articles in this Special Supplement to Pharma Marketing News will give you a better perspective on the challenges and how they are being overcome.

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