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Does Detailing Pay?

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ABSTRACT

Pharmaceutical detailing is the practice of direct marketing of prescription drugs to physicians through personal visits by sales representatives. Does the effectiveness of the method in generating new prescriptions justify the cost? A regression analysis of the detailing and prescribing data sheds light on this question.

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*This case was prepared as a basis for class
discussion rather than to illustrate either effective
or ineffective handling of a business situation.*