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# PDF Online Physicians' Adoption of Pharmaceutical E-Detailing: ROI and Metrics: How can E-detailing help Pharmaceutical Industry brands prosper in ways that traditional media can't? - PDF books

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Fadi Alkhateeb

## Physicians' Adoption of Pharmaceutical E-Detailing: ROI and Metrics

How can E-detailing help Pharmaceutical Industry  
brands prosper in ways that traditional media can't?



### Book detail

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