

## 14420 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

farmers recognized that they needed a tractor the first time they saw one.

4. Do not take relevance for granted. It is possible to perceive a need without understanding its applicability to you. It is possible to listen to a message and yet not hear it because the language is that of another age group, another social class, another ethnic group.
5. The mass market is a fiction. Our population is made up of an accumulation of special markets with special attitudes and interests. Communications must be designed with a precise knowledge of the group or groups to which they are addressed.
6. Repetition is necessary both for widespread awareness and for the maintenance of that awareness.
7. Conflict of information exists in most significant communications areas. It must be allowed for and dealt with.
8. In all areas there are barriers to persuasion. In the health care area these are frequently profoundly emotional and must be clearly understood before communications are undertaken.
9. The relationship between stimulus and response must be clearly understood. A message is a stimulus, the receiver's reaction to that message is the