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- THE FOND DU LAC STUDY: AN INTENSIVE STUDY OF THE MARKETING OF FIVE NEW ETHICAL PHARMACEUTICAL PRODUCTS IN A SINGLE MARKET, RESULTING IN SOME THEORY OF SCIENTIFIC MARKETING AND SERVICE PROGRAMS FOR ACTION
- A BASIC MARKETING STUDY MADE FOR THE AMERICAN MEDICAL ASSOCIATION, 1956

By Ben Gaffin & Associates, Board of Trade Building, Chicago, Illinois

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