

We can safely make some generalizations about the 160,000 human beings who are the practicing physicians in the U. S.: that as physicians, they tend to be idealistic, and that taken as a group they tend more to be motivated by helping mankind than do other groups, such as, used car dealers.

We can make further, more specific generalizations about physicians on the basis of types of practice; For example, that the internist usually tends to be more of a student and to be somewhat more motivated by scientific proof than is the dispensing general practitioner.

We must always remember, however, that these are generalizations which we have made only for our own convenience, that the individual physician is the ultimate reality, and that we must make our generalizations fit the individual and not vice versa.

Appreciation

We wish to acknowledge the very generous cooperation which we received from nearly everyone we approached. We are especially grateful to the Ciba, Eaton, Geigy, Lederle and Upjohn managements and detail men, who furnished information requiring considerable of their time and efforts. We also thank the people in other pharmaceutical companies whose comments and counsel helped in the development of the study.

Incidentally, we learned in the course of our research that there are no secrets in pharmaceutical marketing. Any firm or individual who is willing to go to the time and expense of collecting it can get nearly any information about any pharmaceutical company or the marketing of any existing pharmaceutical product. We, of course, included products only of companies that were willing to cooperate in the study.

We thank the officers and members of the Pharmaceutical Advertising Club of New York who gave counsel and took a continuing interest in the study. Most of all, we want to thank the physicians and pharmacists of Fond du Lac, Wisconsin, who were so hospitable in giving of their time and help in the interviews. We also thank the interviewers who worked with us on completing the background and depth interviews with the physicians and pharmacists, and the men from the University of Wisconsin School of Pharmacy who made the prescription audits.

Finally, we hope that this report will satisfactorily repay the American Medical Association for its financing of the Fond du Lac Study. We appreciate the patience of its executive staff in allowing us the time in which to develop a thorough report.

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