

But The Principles Are True

We should emphasize that, while the specific facts reported for Fond du Lac are not necessarily true elsewhere, the principles derived from the Fond du Lac Study are universally true and universally applicable.

The five principles of scientific pharmaceutical marketing which we define are true. They may not be complete and they may some day be restated to have more meaning, but as general principles they are true.

Any manufacturer who approaches the marketing of a new product according to the steps outlined in Section VI — if he carries out these steps intelligently and thoroughly — is certain to develop a more efficient, more effective and more scientific marketing program.

Not The Last Word

We by no means believe that the Fond du Lac Study is the last word. It is a pioneering study that makes a beginning and points the way for future work.

We recognize the ambitiousness of a program of learning how to predict and control human behavior. We offer those findings with humility and ask that the shortcomings be weighed against the possible contribution to the development of further research and to the future of scientific pharmaceutical marketing.