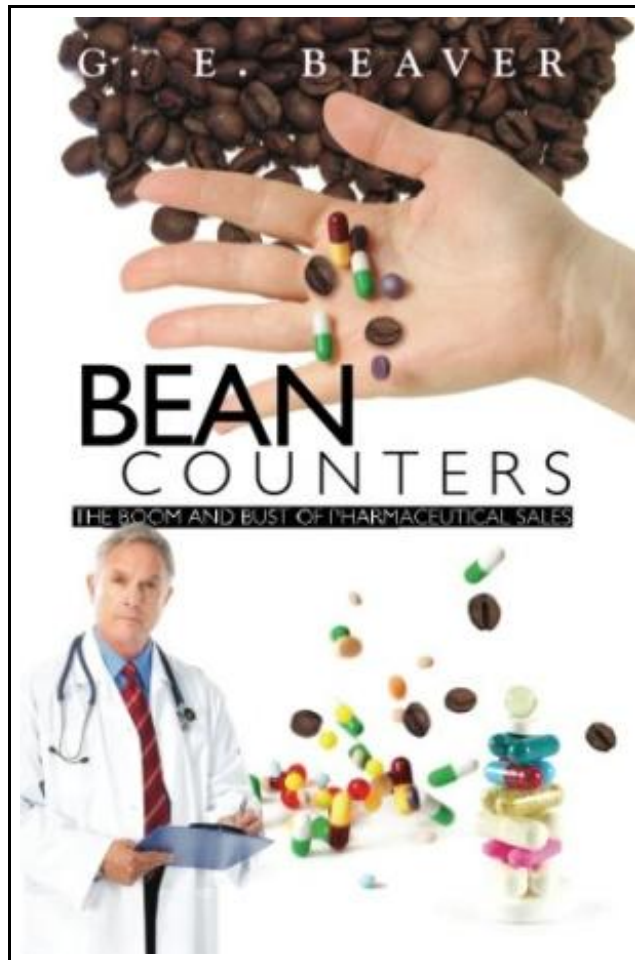


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(Alec Langosh)

BEAN COUNTERS: THE BOOM AND BUST OF PHARMACEUTICAL SALES



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Createspace, United States, 2011. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Overview of the pharmaceutical business over the last 30 years and those who represented and sold thier medications to healthcare professionals from a personal perspective. The book goes through the booming years and glory days of the pharamceutical business from the 1970 s and into the late 1990 s and from that point to the present how the bust began, which has resulted in a dramatic change and decline in the industry. Much of the decline was due to the fact the Bean Counters(upper management) was out of touch with what was going on in the real marketplace.



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