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## Advertitis

By The Creative CliniciansTM

Authorhouse. Hardcover. Book Condition: New. Hardcover. 112 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. Someone has to make the first cut on the cadaver and the Creative Clinicians have done it with precision. Dissecting the pharmaceutical advertising business and marketing communication, they go below the skin, into the anatomy and physiology. They present not only an internal retrospection on how the creative message irrevocably breaks down through wayward opinion or compliment cascade, but in the process offer invaluable insight and practical tools in which to remedy the situation and remain compliant in an ever-changing healthcare system. Advertitis is essential reading for anyone in pharmaceutical marketing searching for brilliant medically inspired creative in an environment ever-governed under a microscope of scrutiny. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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