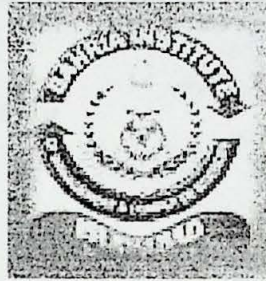


**ROLE OF PHYSICIANS & THE MEDICAL  
REPRESENTATIVES IN THE PROMOTION OF  
PHARMACUTICAL PRODUCT**



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# ABSTRACT

Title : Role of physicians and the medical representatives in the promotion of pharmaceutical products

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## Statement of the problem:

What is the role of the physicians and the medical representatives in the promotion of pharmaceutical products.

The objectives of the research was to find the following,

- The means used by the pharmaceutical manufactures to promote their commodity
- The factors behind the physician's involvement, which encourages them in drug promotion
- Role of the medical reps in the drug promotional activities
- The out come of such promotional activities

- The effect of such promotional activities on the quality of drug and on human health

Primary data was the major source for conducting this thesis. Two different types of questionnaire were designed, one for the medical representatives and one for the physicians. Sample size was 100, out of which 50 were distributed each group of the respondents.

At the end the conclusion is given in depth, which includes all the results, analysis of the respondents. This is followed by the recommendations.

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