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Bean Counters: The Boom and Bust of Pharmaceutical Sales

By G E Beaver

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 their medications to healthcare professionals from a personal perspective. The book goes through the booming years and glory days of the pharmaceutical business from the 1970s and into the late 1990s 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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Reviews

It is one of the best publications. It really is really intriguing through reading through period of time. You will not feel monotony at anytime of your own time (that's what catalogs are for relating to in the event you request me).

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It is one of my favorite publications. It is among the most awesome publication I have gone through. I am just quickly will get a delight of reading through a published publication.

-- Prof. Martin Zboncak DVM