



# **The Development of Scientific Marketing in the Twentieth Century: Research for Sales in the Pharmaceutical Industry (Studies for the Society for the Social History of Medicine)**

*Jean-Paul Gaudillière*

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The global pharmaceutical industry is currently estimated to be worth \$1 trillion. Contributors chart the rise of scientific marketing within the industry from 1920-1980. This is the first comprehensive study into pharmaceutical marketing, demonstrating that many new techniques were actually developed in Europe before being exported to America.

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