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Attitude of Retail Chemist towards Medical Representative: A Survey

Srikanth M., Pradeep M., Ligade V. S.*

**Department of Pharmacy Management, Manipal College of Pharmaceutical Sciences,
Manipal University, Manipal, India**

Abstract: Retail chemist retains a unique place in pharmaceutical marketing. Medical representatives get vital feedback from retailers on what is happening to company's products and how they are moving, competitors' activities, their future plans. The objective of study was to analyse attitude of retail chemist towards medical representatives. The survey indicated that according to retail chemist the medical representative perform useful service to the medical profession by way of providing information on price and discounts, availability of drugs and drug use.

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