

10 ways... to use an online network to engage with doctors

A practical guide by Carwyn Jones

The suggested highlights come of the 10 ways... series, which is a series of practical guides to help you use an online network to engage with doctors. The guides are available on the PMLive.com website.



10 ways...

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WHAT PREVIOUS 10 WAYS... AUTHORS SAY

“ We’ve found the 10 ways... we generated extremely valuable. They have produced a lot of interest not just when published but on an ongoing basis and we still use the run-ons for promotional purposes. We will be planning another one soon. ”

Carwyn Jones, head of pharmaceutical sales and marketing, Doctors.net.uk

“ Millward Brown has used the 10 Ways... series very successfully on three occasions. They give us a thought-leader platform; a marketing tool that is invaluable; and they generate a great deal of interest over time. ”

Trevor Acreman, head of healthcare Europe, Millward Brown