

INFORMATION FOR AUTHORS

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The magazine prints articles relevant to pharmaceutical product managers and marketing decisions makers. A majority of the articles focus on product management skills, marketing concepts, and various developments in the pharmaceutical industry; however, topics are left up to the author's judgment, as long as they are relevant to the target audience.

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Any article submitted for publication must not have been published elsewhere, and must not be currently under consideration by another publication.

The document should incorporate appropriate section headings to increase readability. Separate relevant information into sidebars to break up large chunks of text. Creative use of photography and figures is highly encouraged. Legends for all figures and tables must be

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PM360 reserves the right to line-edit manuscripts for space considerations, clarity, and consistency with the publication's editorial style. The corresponding author will have the opportunity to review the edited article to approve any editorial changes and respond to any specific comments or questions from the Editor. The copy may be further edited after this stage to conform to physical editorial space restraints.

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Articles (excluding Industry Case Studies) must not be promotional toward any specific company, product, or service. Authors should provide a brief summary or outline of the proposed topic for approval. Manuscripts with promotional content will be returned to the corresponding author for revisions. All authors should provide high-resolution headshots or full body shots large enough for the Art Director to manipulate (see Graphics section).

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