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Does Detailing Pay? Teaching Note

BY NATALIE MIZIK* AND PAUL GLASSERMAN†

ABSTRACT

This note discusses the teaching objectives and regression exercise solutions for the “Does Detailing Pay?” case study.

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Teaching Note: “Does Detailing
Pay?” 1

* Gantcher Associate Professor of Business,
Columbia Business School

† Jack R. Anderson Professor of Business,
Columbia Business School

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*This case was prepared as a basis for class
discussion rather than to illustrate either effective
or ineffective handling of a business situation.*