

SUCCESSFULLY MARKETING CLINICAL TRIAL RESULTS

Winning in the Healthcare Business

DR GÜNTER UMBACH

GOWER

TO THE READER

Dear Reader,

This book has a power that will not be experienced if it is merely read.

It will take you only a few minutes to read each of the sections. Choose the tips, suggestions and recommendations that seem appropriate to you and action them.

What may seem a simple idea when first read, could prove to be a gateway to personal success once started.

Let this book inspire you.

Kind regards,

Günter Umbach

Dr. Günter Umbach