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# Learn The Secrets: The Field-Tested, Combat-Ready Guide To Becoming A Pharmaceutical Sales Representative

*Catherine Kaputa*

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# LEARN THE SECRETS

The Field-Tested, Combat-Ready Guide to  
Becoming a Pharmaceutical Sales Representative

CATHERINE KAPUTA AND LYNN ZIMMERMAN

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CareersPut into practice today's winning strategies and tactics for breaking into pharmaceutical sales!"Working in the pharmaceutical industry is dynamic and competitive. It is also quite rewarding, as it allows you to make a meaningful difference in the quality of peoples' lives. Landing the "right" job as a pharmaceutical sales representative will be challenging and require a well-thought-out plan of action. Kaputa and Zimmerman have put together some insightful "Secrets" that will put readers ahead of their competitors in the job search and prepare them for a successful start to a career in the industry."-Carrie Cox, Executive Vice President and President,Global Pharmaceuticals, Schering-Plough CorporationLearn The Secrets is a how-to and how-to-think book that will show you how to land that first job as pharmaceutical sales representative. It will give you the secrets, new guidelines, unwritten rules, practical tools, and resources you need. You'll even learn industry jargon and how to position yourself in interviews so that you are what companies are looking for. You'll find interactive exercises, sample sales aids, and practice role-plays to prepare you for the most challenging questions and group interviews. Learn The Secrets is your field guide to breaking into and succeeding in pharmaceutical sales.

About the AuthorCatherine Kaputa is president of SelfBrand, a career coaching and brand strategy company. In her Make Yourself a Brand™ coaching and workshops, Catherine works with people who are smart and talented, but who want to use branding principles to advance their careers or grow their businesses. [www.selfbrand.com](http://www.selfbrand.com) Lynn Zimmerman is president of Pharma Mindshare, a sales training and consulting company. Lynn developed the Sell SMART™ approach to pharmaceutical sales based on research with MDs, NPs, and PAs and holds workshops for people who want to break into pharmaceutical sales. [www.pharmamindshare.com](http://www.pharmamindshare.com)