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.

CONTENTS
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.