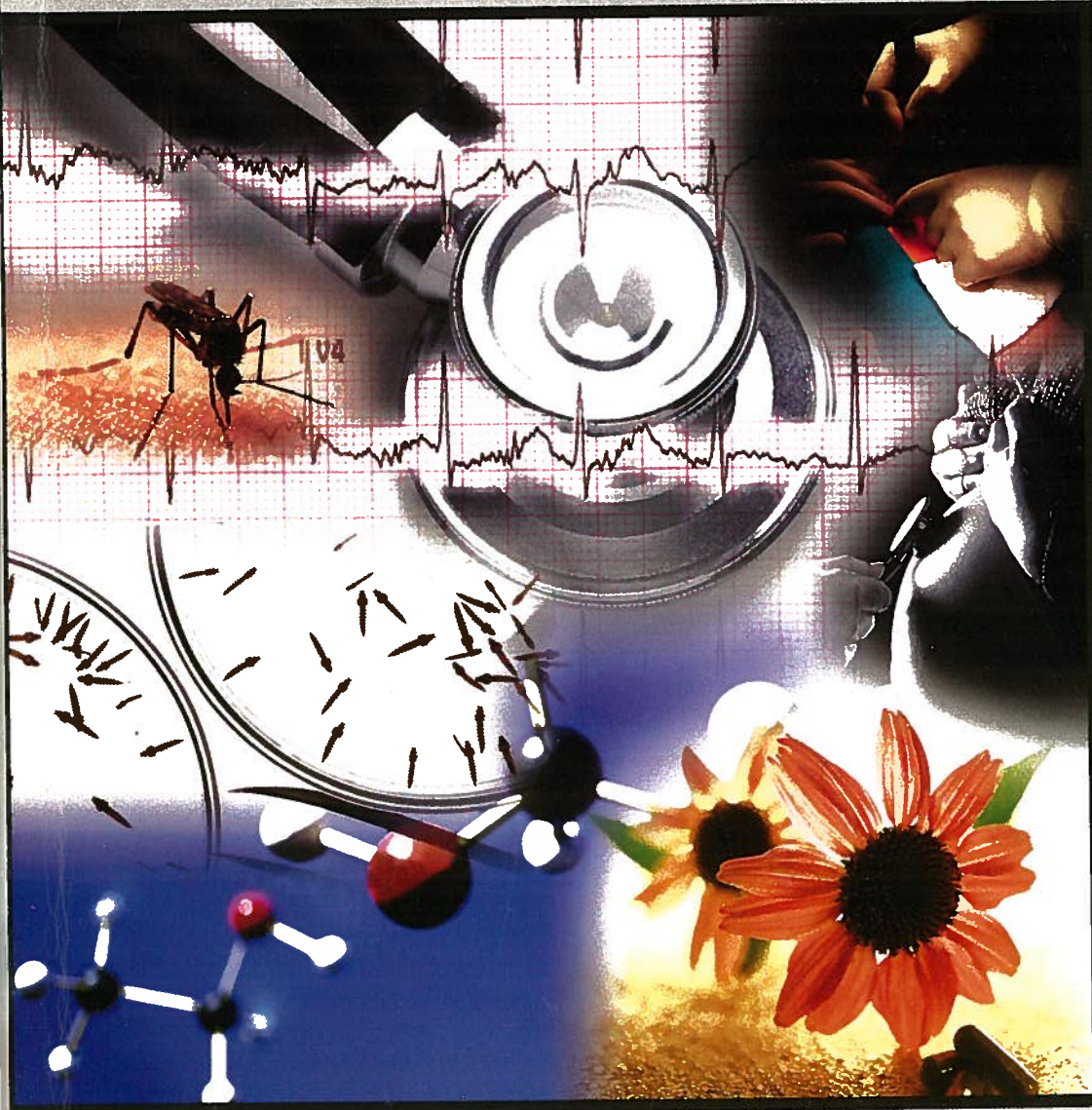




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From



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Dear Reader,

Every newborn goes through its stages of growth and teething troubles. IJM Today has entered its third edition which is now in your hands. We have gathered a variety of articles ranging from cardiology to dentistry and have chosen issues which will be of practical use to the reader.

There was a time when the only weapon regularly handled by a dentist was the Tooth extractor. A decayed tooth was extracted and consigned to the dustbin. Today pulling out the tooth is a rare occurrence and its restoration is an area of major development. The modalities of correcting missing teeth are discussed briefly by Dr. Jagdish T.D.

Over the years the number of brands of a particular drug that are available at chemist's counters has increased manifold. Dr. Ramamoorthy analyses the pros and cons of such a situation.

Pharmaceutical companies invest large amounts of money and time into the introduction of a new brand. They spend hours planning its name, logo and how it should be promoted to physicians. Yet, curiosity remains as to how a clinician picks up a brand for prescribing to his patients. Dr. Rajan T.D. unravels the mystery of the medical mind and provides valuable tips to pharmaceutical companies on how to make a particular brand the numero uno in its segment.

No journal meant for practicing physicians can exclude articles on cardiology and gastroenterology. Our experts have chosen items of regular interest for the benefit of the readers. I hope you enjoy this reading experience and we look forward to your feedback.



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