Impact of a detailing restriction policy on prescription behavior

PhD in Management

- Appendix 6 -

- 30th of March 2020 -

PhD Student: António José Carreira Valente | Nr. 50036599

Advisors: Professor Irina Saur-Amaral

Professor Fernando Gonçalves

Please note: this document consists of the appendix 6 supporting António José Carreira Valente PhD thesis in Management.

Table of contents

1. Model 1 - Wittink (2002) simplified 11
   1.1. Product BL1 11
   1.2. Product BL2 13
   1.3. Product BL3 15
   1.4. Product PA1 17
   1.5. Product PA2 19
   1.6. Product PA3 21
   1.7. Product PA4 23
   1.8. Product PA5 25
   1.9. Product HE1 27
   1.10. Product HE2 29
   1.11. Product HE3 31
   1.12. Product HE4 33
   1.13. Product HE5 35
   1.14. Product LI1 37
   1.15. Product LI2 39
   1.16. Product LI3 41
   1.17. Product LI4 43
   1.18. Product LI5 45
2. Model 2 - Wittink (2002) complete 47
   2.1. Product BL1 47
   2.2. Product BL2 50
   2.3. Product BL3 53
   2.4. Product PA1 88
   2.5. Product PA2 91
   2.6. Product PA3 94
   2.7. Product PA4 97
   2.8. Product PA5 99
   2.9. Product HE1 102
   2.10. Product HE2 105
   2.11. Product HE3 108

2.12. Product HE4 110
2.13. Product HE5 112
2.14. Product LI1 115
2.15. Product LI2 118
2.16. Product LI3 121
2.17. Product LI4 124
2.18. Product LI5 127
3. Model 3 – Rizzo (1999) 130
3.1. Product BL1 130
3.2. Product BL2 132
3.3. Product BL3 134
3.4. Product PA1 136
3.5. Product PA2 138
3.6. Product PA3 140
3.7. Product PA4 142
3.8. Product PA5 144
3.9. Product HE1 146
3.10. Product HE2 148
3.11. Product HE3 150
3.12. Product HE4 152
3.13. Product HE5 154
3.14. Product LI1 156
3.15. Product LI2 158
3.16. Product LI3 160
3.17. Product LI4 162
3.18. Product LI5 172
4. Model 4 - Windmeijer et al (06) 174
4.1. Product BL1 174
4.2. Product BL2 181
4.3. Product BL3 187
4.4. Product PA1 197
4.5. Product PA2 200
4.6. Product PA3 206

4.7. Product PA4 209
4.8. Product PA5 217
4.9. Product HE1 226
4.10. Product HE2 231
4.11. Product HE3 238
4.12. Product HE4 244
4.13. Product HE5 249
4.14. Product LI1 252
4.15. Product LI2 257
4.16. Product LI3 262
4.17. Product LI4 267
4.18. Product LI5 272
5. Model 5 275
5.1. Product BL1 275
5.2. Product BL2 285
5.3. Product BL3 291
5.4. Product PA1 308
5.5. Product PA2 313
5.6. Product PA3 318
5.7. Product PA4 324
5.8. Product PA5 326
5.9. Product HE1 335
5.10. Product HE2 342
5.11. Product HE3 348
5.12. Product HE4 354
5.13. Product HE5 360
5.14. Product LI1 365
5.15. Product LI2 370
5.16. Product LI3 376
5.17. Product LI4 382
5.18. Product LI5 388
6. Model 6 390
6.1. Product BL1 390

6.2. Product BL2 396
6.3. Product BL3 400
6.4. Product PA1 412
6.5. Product PA2 416
6.6. Product PA3 420
6.7. Product PA4 424
6.8. Product PA5 429
6.9. Product HE1 435
6.10. Product HE2 441
6.11. Product HE3 447
6.12. Product HE4 453
6.13. Product HE5 461
6.14. Product LI1 464
6.15. Product LI2 470
6.16. Product LI3 475
6.17. Product LI4 481
6.18. Product LI5 487
7. Model 7 491
7.1. Product BL1 491
7.2. Product BL2 503
7.3. Product BL3 512
7.4. Product PA1 529
7.5. Product PA2 533
7.6. Product PA3 542
7.7. Product PA4 548
7.8. Product PA5 557
7.9. Product HE1 563
7.10. Product HE2 572
7.11. Product HE3 581
7.12. Product HE4 590
7.13. Product HE5 598
7.14. Product LI1 604
7.15. Product LI2 610

7.16. Product LI3 616
7.17. Product LI4 622
7.18. Product LI5 628
8. Model 8.1 (Model 7 with manual variables removal) 634
8.1. Product BL1 634
8.2. Product BL2 694
8.3. Product BL3 728
8.4. Product HE1 746
8.5. Product HE3 784
8.6. Product PA1 828
8.7. Product PA2 875
8.8. Product PA3 911
8.9. Product PA4 949
8.10. Product PA5 992
9. Model 8.2 (Model 7 with stepwise) 1038
9.1. Product BL1 1038
9.2. Product BL2 1044
9.3. Product BL3 1048
9.4. Product PA1 1059
9.5. Product PA2 1061
9.6. Product PA3 1065
9.7. Product PA4 1068
9.8. Product PA5 1072
9.9. Product HE1 1075
9.10. Product HE2 1080
9.11. Product HE3 1085
9.12. Product HE4 1090
9.13. Product HE5 1092
9.14. Product LI1 1101
9.15. Product LI2 1105
9.16. Product LI3 1109
9.17. Product LI4 1115
9.18. Product LI5 1120

10. Model 8.3 1124
10.1. Product BL1 1124
10.2. Product BL2 1158
10.3. Product BL3 1192
10.4. Product PA1 1204
10.5. Product PA2 1240
10.6. Product PA3 1269
10.7. Product PA4 1298
10.8. Product PA5 1333
10.9. Product HE1 1381
10.10. Product HE2 1409
10.11. Product HE3 1436
10.12. Product HE4 1472
10.13. Product HE5 1496
10.14. Product LI1 1527
10.15. Product LI2 1562
10.16. Product LI3 1590
10.17. Product LI4 1609
10.18. Product LI5 1638
11. Model 8.3 – Separate regressions for periods 1 and 2 1664
11.1. Product BL1 1664
11.2. Product BL2 1667
11.3. Product PA1 1670
11.4. Product PA2 1673
11.5. Product PA3 1676
11.6. Product PA5 1679
11.7. Product HE1 1682
11.8. Product HE2 1685
11.9. Product HE3 1688
11.10. Product HE4 1690
11.11. Product LI1 1693
11.12. Product LI2 1695
11.13. Product LI3 1698

11.14. Product LI4 1702
11.15. Product LI5 1705
12. Model 8.4 (Final model) 1708
12.1. Product BL1 1708
12.2. Product BL2 1769
12.3. Product BL3 1835
12.4. Product PA1 1856
12.5. Product PA2 1907
12.6. Product PA5 1953
12.7. Product HE1 2001
12.8. Product HE2 2099
12.9. Product HE3 2138
12.10. Product HE4 2185
12.11. Product LI1 2244
12.12. Product LI2 2315
12.13. Product LI3 2365
12.14. Product LI4 2466
12.15. Product LI5 2545
13. Model 8.4 – With isolated Detailing variable 2681
13.1. Product BL1 2681
13.2. Product BL2 2686
13.3. Product PA1 2691
13.4. Product PA2 2696
13.5. Product PA3 2701
13.6. Product PA5 2706
13.7. Product HE1 2711
13.8. Product HE2 2715
13.9. Product HE3 2720
13.10. Product HE4 2725
13.11. Product LI1 2730
13.12. Product LI2 2734
13.13. Product LI3 2739
13.14. Product LI4 2743

13.15. Product LI5 2747
14. Eviews outputs 2751
14.1. Product LI4 2751
14.2. Product LI5 2758

1. Model 1 - Wittink (2002) simplified

1.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,995	,102619475

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,098	14	7,007	665,385	,000[b]
	Residual	,348	33	,011		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,415	1,483		4,999	,000
	Ln Detailing flow (calls)	-,074	,086	-,024	-,863	,394
	Ln Journal advertising flow	,013	,005	,036	2,525	,017
	Ln Mailing flow	,002	,006	,004	,304	,763
	Ln Competitive global marketing expenditures flow	-,009	,059	-,002	-,154	,878
	Ln Average drug price per DDD	-,488	,251	-,126	-1,945	,060
	Drug age	,100	,031	,965	3,235	,003
	Drug age^2	,000	,000	-,387	-1,696	,099
	Public reimbursement (dummy)	,491	,119	,164	4,121	,000
	Quarter 2 (dummy)	,113	,079	,034	1,427	,163
	Quarter 3 (dummy)	,126	,125	,038	1,007	,321
	Quarter 4 (dummy)	,256	,180	,077	1,417	,166
	Year 2013 (dummy)	,157	,239	,047	,656	,516
	Year 2014 (dummy)	,257	,467	,078	,551	,585
	Year 2015 (dummy)	,728	,694	,220	1,048	,302

a. Dependent Variable: Ln Sales in DDDs

1.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994[a]	,987	,982	,075839783

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,782	14	1,056	183,576	,000[b]
	Residual	,190	33	,006		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,989	1,326		6,780	,000
	Ln Detailing flow (calls)	,036	,050	,019	,721	,476
	Ln Journal advertising flow	,001	,004	,006	,214	,832
	Ln Mailing flow	-,001	,004	-,006	-,246	,808
	Ln Competitive global marketing expenditures flow	,060	,048	,059	1,248	,221
	Ln Average drug price per DDD	-,805	,532	-,173	-1,515	,139
	Drug age	,111	,025	2,752	4,386	,000
	Drug age^2	-,001	,000	-2,581	-5,295	,000
	Public reimbursement (dummy)	-,099	,062	-,085	-1,592	,121
	Quarter 2 (dummy)	,056	,057	,043	,985	,332
	Quarter 3 (dummy)	,182	,095	,141	1,922	,063
	Quarter 4 (dummy)	,290	,137	,225	2,116	,042
	Year 2013 (dummy)	,266	,183	,206	1,452	,156
	Year 2014 (dummy)	,553	,363	,429	1,522	,137
	Year 2015 (dummy)	,890	,548	,690	1,623	,114

a. Dependent Variable: Ln Sales in DDDs

1.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Quarter 3 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,999	,047226670

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Quarter 3 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,250	12	5,771	2587,398	,000[b]
	Residual	,011	5	,002		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Quarter 3 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-26,503	2,231		-11,878	,000
	Ln Detailing flow (calls)	-,192	,066	-,029	-2,937	,032
	Ln Journal advertising flow	-,027	,007	-,058	-3,996	,010
	Ln Mailing flow	,018	,008	,029	2,193	,080
	Ln Competitive global marketing expenditures flow	,418	,100	,044	4,166	,009
	Ln Average drug price per DDD	1,712	,989	,050	1,731	,144
	Drug age	1,246	,085	3,295	14,584	,000
	Drug age^2	-,014	,001	-2,911	-14,942	,000
	Public reimbursement (dummy)	5,594	,207	,653	27,062	,000
	Quarter 2 (dummy)	-,054	,071	-,010	-,752	,486
	Quarter 3 (dummy)	,068	,102	,016	,667	,534
	Quarter 4 (dummy)	,526	,154	,126	3,408	,019
	Year 2015 (dummy)	,573	,215	,138	2,667	,045

a. Dependent Variable: Ln Sales in DDDs

1.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,850[a]	,723	,617	,052899415

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,248	13	,019	6,825	,000[b]
	Residual	,095	34	,003		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,402	1,096		12,224	,000
	Ln Detailing flow (calls)	-,001	,044	-,002	-,013	,990
	Ln Journal advertising flow	2,090E-5	,003	,001	,007	,995
	Ln Mailing flow	-,005	,004	-,169	-1,433	,161
	Ln Competitive global marketing expenditures flow	,046	,070	,126	,658	,515
	Ln Average drug price per DDD	,434	,723	,194	,600	,552
	Drug age	,005	,016	,835	,328	,745
	Drug age^2	,000	,000	-3,767	-1,889	,067
	Quarter 2 (dummy)	,125	,040	,639	3,085	,004
	Quarter 3 (dummy)	,199	,064	1,018	3,117	,004
	Quarter 4 (dummy)	,286	,090	1,466	3,183	,003
	Year 2013 (dummy)	,250	,124	1,280	2,024	,051
	Year 2014 (dummy)	,507	,234	2,594	2,162	,038
	Year 2015 (dummy)	,822	,348	4,207	2,359	,024

a. Dependent Variable: Ln Sales in DDDs

1.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824[a]	,678	,556	,048971673

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,172	13	,013	5,519	,000[b]
	Residual	,082	34	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,720	1,473		9,990	,000
	Ln Detailing flow (calls)	,075	,060	,330	1,245	,222
	Ln Journal advertising flow	,003	,002	,175	1,580	,123
	Ln Mailing flow	,001	,003	,042	,383	,704
	Ln Competitive global marketing expenditures flow	,010	,054	,028	,178	,860
	Ln Average drug price per DDD	-2,798	3,411	-,943	-,820	,418
	Drug age	-,010	,015	-1,872	-,659	,514
	Drug age^2	-5,071E-5	,000	-1,252	-,574	,570
	Quarter 2 (dummy)	,069	,037	,413	1,873	,070
	Quarter 3 (dummy)	,165	,059	,982	2,799	,008
	Quarter 4 (dummy)	,234	,084	1,394	2,785	,009
	Year 2013 (dummy)	,184	,115	1,097	1,601	,119
	Year 2014 (dummy)	,352	,266	2,098	1,322	,195
	Year 2015 (dummy)	,591	,367	3,522	1,609	,117

a. Dependent Variable: Ln Sales in DDDs

1.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,915[a]	,838	,776	,045087506

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,357	13	,027	13,518	,000[b]
	Residual	,069	34	,002		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,243	1,271		8,848	,000
	Ln Detailing flow (calls)	-,072	,040	-,178	-1,815	,078
	Ln Journal advertising flow	,001	,003	,033	,348	,730
	Ln Mailing flow	-,002	,003	-,076	-,964	,342
	Ln Competitive global marketing expenditures flow	,140	,064	,362	2,178	,036
	Ln Average drug price per DDD	2,637	2,858	,691	,922	,363
	Drug age	,006	,011	,938	,555	,582
	Drug age^2	,000	,000	-3,152	-2,670	,012
	Quarter 2 (dummy)	,111	,037	,510	2,980	,005
	Quarter 3 (dummy)	,183	,059	,842	3,113	,004
	Quarter 4 (dummy)	,256	,081	1,176	3,149	,003
	Year 2013 (dummy)	,264	,112	1,214	2,359	,024
	Year 2014 (dummy)	,629	,257	2,888	2,446	,020
	Year 2015 (dummy)	,930	,357	4,272	2,603	,014

a. Dependent Variable: Ln Sales in DDDs

1.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Drug age^2, Ln Detailing flow (calls), Year 2015 (dummy), Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971[a]	,943	,913	,239692120

a. Predictors: (Constant), Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Drug age^2, Ln Detailing flow (calls), Year 2015 (dummy), Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,891	11	1,808	31,475	,000[b]
	Residual	1,206	21	,057		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Drug age^2, Ln Detailing flow (calls), Year 2015 (dummy), Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,972	3,006		,656	,519
	Ln Detailing flow (calls)	-,003	,228	-,002	-,012	,990
	Ln Competitive global marketing expenditures flow	,400	,209	,177	1,913	,070
	Drug age	,282	,073	3,357	3,839	,001
	Drug age^2	-,003	,001	-2,346	-3,448	,002
	Quarter 2 (dummy)	-,250	,243	-,139	-1,029	,315
	Quarter 3 (dummy)	,093	,360	,052	,260	,798
	Quarter 4 (dummy)	,068	,526	,038	,129	,899
	Year 2014 (dummy)	,059	,674	,036	,088	,931
	Year 2015 (dummy)	-,123	1,373	-,074	-,089	,930
	Ln Journal advertising flow	,001	,013	,003	,041	,968
	Ln Mailing flow	,033	,039	,065	,853	,403

a. Dependent Variable: Ln Sales in DDDs

1.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,677[a]	,459	,252	,051071194

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,075	13	,006	2,218	,031[b]
	Residual	,089	34	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,275	1,395		9,517	,000
	Ln Detailing flow (calls)	,036	,035	,203	1,049	,302
	Ln Journal advertising flow	,001	,002	,097	,659	,515
	Ln Mailing flow	-,004	,004	-,164	-1,033	,309
	Ln Competitive global marketing expenditures flow	,048	,057	,195	,844	,405
	Ln Average drug price per DDD	-3,078	3,310	-1,280	-,930	,359
	Drug age	-,005	,014	-1,303	-,392	,698
	Drug age^2	-2,401E-5	,000	-,591	-,261	,796
	Quarter 2 (dummy)	,045	,039	,332	1,137	,263
	Quarter 3 (dummy)	,087	,061	,645	1,430	,162
	Quarter 4 (dummy)	,128	,090	,948	1,415	,166
	Year 2013 (dummy)	,081	,124	,598	,650	,520
	Year 2014 (dummy)	,045	,266	,336	,170	,866
	Year 2015 (dummy)	,176	,378	1,302	,465	,645

a. Dependent Variable: Ln Sales in DDDs

1.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,920[a]	,847	,788	,052245487

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,514	13	,040	14,471	,000[b]
	Residual	,093	34	,003		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,735	2,233		6,598	,000
	Ln Detailing flow (calls)	,023	,025	,137	,955	,347
	Ln Journal advertising flow	-,002	,004	-,039	-,479	,635
	Ln Mailing flow	-,011	,005	-,169	-2,178	,036
	Ln Competitive global marketing expenditures flow	,013	,034	,038	,392	,697
	Ln Average drug price per DDD	,981	2,617	,232	,375	,710
	Drug age	,012	,017	1,477	,692	,494
	Drug age^2	,000	,000	-2,867	-1,436	,160
	Quarter 2 (dummy)	,074	,036	,286	2,035	,050
	Quarter 3 (dummy)	,141	,062	,544	2,268	,030
	Quarter 4 (dummy)	,206	,088	,794	2,348	,025
	Year 2013 (dummy)	,207	,121	,796	1,706	,097
	Year 2014 (dummy)	,481	,234	1,854	2,055	,048
	Year 2015 (dummy)	,753	,343	2,903	2,197	,035

a. Dependent Variable: Ln Sales in DDDs

1.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,868[a]	,753	,659	,044401515

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,204	13	,016	7,978	,000[b]
	Residual	,067	34	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,560	,689		21,122	,000
	Ln Detailing flow (calls)	,062	,030	,312	2,047	,048
	Ln Journal advertising flow	,007	,002	,338	3,632	,001
	Ln Mailing flow	-,008	,003	-,285	-2,442	,020
	Ln Competitive global marketing expenditures flow	-,038	,029	-,198	-1,331	,192
	Ln Average drug price per DDD	-,039	,768	-,063	-,051	,960
	Drug age	,004	,015	,690	,251	,804
	Drug age^2	,000	,000	-5,956	-2,409	,022
	Quarter 2 (dummy)	,110	,036	,631	3,027	,005
	Quarter 3 (dummy)	,200	,057	1,149	3,483	,001
	Quarter 4 (dummy)	,321	,081	1,848	3,978	,000
	Year 2013 (dummy)	,336	,106	1,932	3,157	,003
	Year 2014 (dummy)	,740	,209	4,263	3,541	,001
	Year 2015 (dummy)	1,202	,396	6,922	3,037	,005

a. Dependent Variable: Ln Sales in DDDs

1.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Loss of exclusivity (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Year 2015 (dummy), Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,969[a]	,938	,914	,104008437

a. Predictors: (Constant), Loss of exclusivity (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Year 2015 (dummy), Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,568	13	,428	39,592	,000[b]
	Residual	,368	34	,011		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Loss of exclusivity (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Year 2015 (dummy), Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,504	7,224		1,454	,155
	Ln Detailing flow (calls)	,006	,011	,035	,528	,601
	Ln Mailing flow	,011	,010	,062	1,106	,276
	Ln Competitive global marketing expenditures flow	,120	,084	,100	1,430	,162
	Ln Average drug price per DDD	-,290	,360	-,134	-,806	,426
	Drug age	,065	,083	2,573	,787	,437
	Drug age^2	,000	,000	-4,184	-1,332	,192
	Quarter 2 (dummy)	,103	,081	,126	1,264	,215
	Quarter 3 (dummy)	,181	,125	,223	1,442	,158
	Quarter 4 (dummy)	,224	,176	,276	1,273	,212
	Year 2013 (dummy)	,261	,239	,322	1,092	,282
	Year 2014 (dummy)	,607	,467	,748	1,302	,202
	Year 2015 (dummy)	,748	,693	,921	1,079	,288
	Loss of exclusivity (dummy)	-,158	,105	-,224	-1,499	,143

a. Dependent Variable: Ln Sales in DDDs

1.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Loss of exclusivity (dummy), Quarter 3 (dummy), Year 2015 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,992[a]	,984	,978	,071158842

a. Predictors: (Constant), Loss of exclusivity (dummy), Quarter 3 (dummy), Year 2015 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,694	12	,891	175,991	,000[b]
	Residual	,177	35	,005		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Loss of exclusivity (dummy), Quarter 3 (dummy), Year 2015 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	39,118	5,687		6,879	,000
	Ln Detailing flow (calls)	,012	,007	,044	1,609	,117
	Ln Competitive global marketing expenditures flow	-,090	,058	-,056	-1,544	,132
	Ln Average drug price per DDD	-,882	,433	-,165	-2,038	,049
	Drug age	-,251	,067	-7,306	-3,747	,001
	Drug age^2	,001	,000	6,110	3,227	,003
	Quarter 2 (dummy)	,003	,058	,003	,049	,961
	Quarter 3 (dummy)	,034	,092	,031	,371	,713
	Quarter 4 (dummy)	,081	,124	,074	,658	,515
	Year 2013 (dummy)	-,165	,161	-,150	-1,025	,313
	Year 2014 (dummy)	-,037	,314	-,034	-,119	,906
	Year 2015 (dummy)	,079	,470	,072	,169	,867
	Loss of exclusivity (dummy)	,034	,063	,027	,539	,593

a. Dependent Variable: Ln Sales in DDDs

1.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Mailing flow, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Drug age, Drug age^2, Year 2015 (dummy)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965[a]	,931	,893	,173547169

a. Predictors: (Constant), Ln Mailing flow, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Drug age, Drug age^2, Year 2015 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,914	12	,743	24,663	,000[b]
	Residual	,663	22	,030		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Ln Mailing flow, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Drug age, Drug age^2, Year 2015 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,263	2,495		2,510	,020
	Ln Detailing flow (calls)	-,043	,135	-,028	-,315	,756
	Ln Competitive global marketing expenditures flow	,277	,195	,194	1,423	,169
	Ln Average drug price per DDD	-,746	,439	-,118	-1,700	,103
	Drug age	,171	,064	3,307	2,696	,013
	Drug age^2	-,002	,001	-2,877	-3,608	,002
	Quarter 2 (dummy)	,222	,145	,186	1,533	,140
	Quarter 3 (dummy)	,234	,254	,195	,919	,368
	Quarter 4 (dummy)	,299	,374	,250	,800	,432
	Year 2014 (dummy)	,272	,540	,247	,503	,620
	Year 2015 (dummy)	,651	1,027	,591	,634	,532
	Ln Journal advertising flow	-,006	,018	-,029	-,363	,720
	Ln Mailing flow	,010	,019	,037	,502	,621

a. Dependent Variable: Ln Sales in DDDs

1.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616[a]	,379	,141	,081229553

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,137	13	,011	1,595	,135[b]
	Residual	,224	34	,007		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,824	3,100		5,749	,000
	Ln Detailing flow (calls)	-,056	,059	-,279	-,954	,347
	Ln Journal advertising flow	,002	,004	,108	,634	,531
	Ln Mailing flow	-,005	,006	-,130	-,847	,403
	Ln Competitive global marketing expenditures flow	,118	,071	,464	1,672	,104
	Ln Average drug price per DDD	-,962	2,034	-,177	-,473	,639
	Drug age	-,058	,049	-9,273	-1,196	,240
	Drug age^2	,000	,000	5,762	,790	,435
	Quarter 2 (dummy)	,067	,061	,335	1,096	,281
	Quarter 3 (dummy)	,197	,099	,984	1,991	,055
	Quarter 4 (dummy)	,230	,142	1,147	1,619	,115
	Year 2013 (dummy)	,244	,188	1,217	1,299	,203
	Year 2014 (dummy)	,541	,365	2,698	1,481	,148
	Year 2015 (dummy)	,819	,544	4,087	1,505	,142

a. Dependent Variable: Ln Sales in DDDs

1.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,719[a]	,517	,333	,059667032

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,130	13	,010	2,805	,008[b]
	Residual	,121	34	,004		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,955	2,996		5,993	,000
	Ln Detailing flow (calls)	,008	,020	,063	,383	,704
	Ln Journal advertising flow	,002	,004	,074	,462	,647
	Ln Mailing flow	,016	,013	,178	1,187	,243
	Ln Competitive global marketing expenditures flow	-,020	,041	-,084	-,483	,632
	Ln Average drug price per DDD	-2,247	2,261	-,566	-,994	,327
	Drug age	-,036	,032	-6,920	-1,125	,269
	Drug age^2	1,273E-5	,000	,511	,091	,928
	Quarter 2 (dummy)	,096	,045	,577	2,152	,039
	Quarter 3 (dummy)	,166	,074	,994	2,241	,032
	Quarter 4 (dummy)	,296	,105	1,772	2,826	,008
	Year 2013 (dummy)	,313	,144	1,873	2,178	,036
	Year 2014 (dummy)	,645	,271	3,863	2,380	,023
	Year 2015 (dummy)	1,003	,409	6,005	2,452	,020

a. Dependent Variable: Ln Sales in DDDs

1.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,774[a]	,600	,447	,053643217

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,147	13	,011	3,919	,001[b]
	Residual	,098	34	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,972	1,887		6,874	,000
	Ln Detailing flow (calls)	-,008	,032	-,043	-,258	,798
	Ln Journal advertising flow	,007	,002	,365	3,056	,004
	Ln Mailing flow	,003	,006	,071	,494	,625
	Ln Competitive global marketing expenditures flow	,069	,076	,333	,909	,370
	Ln Average drug price per DDD	-,965	1,187	-,240	-,813	,422
	Drug age	,011	,026	2,149	,425	,673
	Drug age^2	,000	,000	-6,291	-1,336	,190
	Quarter 2 (dummy)	,065	,039	,394	1,669	,104
	Quarter 3 (dummy)	,154	,064	,932	2,409	,022
	Quarter 4 (dummy)	,186	,093	1,127	2,006	,053
	Year 2013 (dummy)	,141	,122	,853	1,156	,256
	Year 2014 (dummy)	,415	,241	2,515	1,722	,094
	Year 2015 (dummy)	,672	,362	4,077	1,857	,072

a. Dependent Variable: Ln Sales in DDDs

1.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974[a]	,948	,930	,055764097

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,993	12	,166	53,411	,000[b]
	Residual	,109	35	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,705	,715		17,762	,000
	Ln Detailing flow (calls)	,081	,051	,133	1,578	,123
	Ln Journal advertising flow	-,004	,004	-,062	-1,120	,270
	Ln Mailing flow	-,006	,010	-,027	-,584	,563
	Ln Competitive global marketing expenditures flow	-,012	,056	-,021	-,220	,827
	Drug age	,012	,012	,809	1,031	,309
	Drug age^2	,000	,000	-1,339	-3,497	,001
	Quarter 2 (dummy)	,119	,042	,246	2,843	,007
	Quarter 3 (dummy)	,147	,066	,304	2,227	,032
	Quarter 4 (dummy)	,232	,095	,480	2,439	,020
	Year 2013 (dummy)	,233	,126	,482	1,848	,073
	Year 2014 (dummy)	,467	,249	,966	1,877	,069
	Year 2015 (dummy)	,846	,372	1,750	2,270	,029

a. Dependent Variable: Ln Sales in DDDs

1.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855[a]	,730	,627	,073693929

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,500	13	,038	7,083	,000[b]
	Residual	,185	34	,005		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2013 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,190	1,580		4,552	,000
	Ln Detailing flow (calls)	,063	,047	,287	1,345	,187
	Ln Journal advertising flow	,006	,004	,198	1,521	,138
	Ln Mailing flow	-,015	,005	-,412	-3,329	,002
	Ln Competitive global marketing expenditures flow	-,033	,046	-,131	-,709	,483
	Ln Average drug price per DDD	4,782	1,481	2,735	3,230	,003
	Drug age	,033	,018	3,794	1,824	,077
	Drug age^2	-,001	,000	-5,028	-3,989	,000
	Quarter 2 (dummy)	,177	,051	,641	3,472	,001
	Quarter 3 (dummy)	,242	,087	,878	2,784	,009
	Quarter 4 (dummy)	,349	,126	1,266	2,765	,009
	Year 2013 (dummy)	,566	,180	2,053	3,146	,003
	Year 2014 (dummy)	,785	,333	2,845	2,355	,024
	Year 2015 (dummy)	1,367	,494	4,955	2,766	,009

a. Dependent Variable: Ln Sales in DDDs

2. Model 2 - Wittink (2002) complete

2.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,997	,995	,106534739

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,116	18	5,451	480,272	,000[b]
	Residual	,329	29	,011		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,511	1,731		2,028	,052
	Ln Detailing flow (calls)	,287	,150	,092	1,912	,066
	Ln Journal advertising flow	,279	,151	,770	1,843	,076
	Ln Mailing flow	,135	,118	,315	1,142	,263
	Ln Competitive detailing flow (calls)	-,050	,068	-,013	-,728	,473
	Ln Competitive Journal advertising flow	-,004	,006	-,011	-,722	,476
	Ln Competitive mailing flow	,003	,006	,008	,552	,585
	Drug age	,115	,035	1,110	3,285	,003
	Drug age^2	,000	,000	-,534	-2,447	,021
	Ln Journal advertising flow x Ln Detailing flow	-,033	,019	-,717	-1,742	,092
	Ln Journal advertising flow x Ln Mailing flow	,000	,002	,004	,113	,911
	Ln Mailing flow x Ln Detailing flow	-,017	,015	-,316	-1,152	,259
	Public reimbursement (dummy)	,631	,098	,211	6,419	,000
	Quarter 2 (dummy)	,178	,083	,054	2,155	,040
	Quarter 3 (dummy)	,223	,147	,068	1,517	,140
	Quarter 4 (dummy)	,328	,222	,099	1,475	,151
	Year 2013 (dummy)	,289	,303	,087	,952	,349
	Year 2014 (dummy)	,428	,611	,130	,701	,489
	Year 2015 (dummy)	1,008	,921	,305	1,095	,283

a. Dependent Variable: Ln Sales in DDDs

2.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow, Ln Competitive mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,983	,073843755

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow, Ln Competitive mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,814	18	,823	150,927	,000[b]
	Residual	,158	29	,005		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow, Ln Competitive mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Public reimbursement (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,003	1,016		7,878	,000
	Ln Detailing flow (calls)	-,017	,105	-,009	-,159	,875
	Ln Journal advertising flow	,086	,088	,615	,982	,334
	Ln Mailing flow	-,099	,142	-,568	-,701	,489
	Ln Competitive detailing flow (calls)	,033	,056	,036	,593	,558
	Ln Competitive Journal advertising flow	,012	,005	,082	2,556	,016
	Ln Competitive mailing flow	,003	,004	,016	,605	,550
	Drug age	,135	,021	3,342	6,303	,000
	Drug age^2	-,001	,000	-2,800	-7,089	,000
	Ln Journal advertising flow x Ln Detailing flow	-,012	,011	-,647	-1,027	,313
	Ln Journal advertising flow x Ln Mailing flow	,000	,001	,005	,094	,925
	Ln Mailing flow x Ln Detailing flow	,013	,019	,570	,690	,495
	Public reimbursement (dummy)	-,188	,068	-,161	-2,755	,010
	Quarter 2 (dummy)	,081	,053	,063	1,541	,134
	Quarter 3 (dummy)	,171	,089	,132	1,916	,065
	Quarter 4 (dummy)	,261	,133	,202	1,966	,059
	Year 2013 (dummy)	,230	,180	,178	1,277	,212
	Year 2014 (dummy)	,411	,359	,319	1,147	,261
	Year 2015 (dummy)	,688	,536	,534	1,284	,209

a. Dependent Variable: Ln Sales in DDDs

2.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,998	,095437882

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,234	14	4,945	542,935	,000[b]
	Residual	,027	3	,009		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,663	2,735		,974	,402
	Ln Detailing flow (calls)	-,479	,162	-,073	-2,962	,059
	Ln Mailing flow	-,375	,448	-,600	-,837	,464
	Ln Competitive detailing flow (calls)	,644	,379	,056	1,700	,188
	Ln Competitive Journal advertising flow	,033	,014	,070	2,331	,102
	Ln Competitive mailing flow	,004	,020	,005	,185	,865
	Drug age^2	,000	,000	-,033	-,358	,744
	Ln Journal advertising flow x Ln Detailing flow	,000	,002	,005	,140	,897
	Ln Journal advertising flow x Ln Mailing flow	-,016	,004	-,240	-4,685	,018
	Ln Mailing flow x Ln Detailing flow	,046	,061	,541	,752	,507
	Public reimbursement (dummy)	6,420	,291	,750	22,030	,000
	Quarter 2 (dummy)	-,236	,192	-,045	-1,231	,306
	Quarter 3 (dummy)	,124	,256	,030	,483	,662
	Quarter 4 (dummy)	,505	,417	,121	1,211	,312
	Year 2015 (dummy)	1,474	,469	,354	3,144	,052

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-,230[b]	-,093	,934	-,066	3,206E-5
	Drug age	3,772[b]	4,681	,043	,957	2,541E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,994	,161228510

a. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,157	13	5,320	204,649	,000[b]
	Residual	,104	4	,026		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,468	4,478		,998	,375
	Ln Detailing flow (calls)	-,231	,240	-,035	-,964	,390
	Ln Mailing flow	-,370	,756	-,592	-,490	,650
	Ln Competitive detailing flow (calls)	-,026	,522	-,002	-,049	,963
	Ln Competitive Journal advertising flow	,030	,024	,064	1,262	,276
	Ln Competitive mailing flow	,033	,030	,044	1,101	,333
	Drug age	,094	,028	,248	3,315	,030
	Ln Journal advertising flow x Ln Detailing flow	,003	,003	,050	,903	,418
	Ln Journal advertising flow x Ln Mailing flow	-,020	,006	-,285	-3,490	,025
	Ln Mailing flow x Ln Detailing flow	,045	,102	,529	,435	,686
	Public reimbursement (dummy)	6,264	,504	,731	12,437	,000
	Quarter 2 (dummy)	-,612	,240	-,116	-2,546	,064
	Quarter 3 (dummy)	-,587	,165	-,141	-3,563	,024
	Quarter 4 (dummy)	-,700	,174	-,168	-4,013	,016

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-2,999[b]	-1,135	,339	-,548	5,017E-5
	Drug age^2	-3,592[b]	-10,991	,002	-,988	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)[b]	.	Enter

a. Dependent Variable: Drug age

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,988[a]	,975	,968	,960768923

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	472,500	4	118,125	127,969	,000[b]
	Residual	12,000	13	,923		
	Total	484,500	17			

a. Dependent Variable: Drug age

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,000	,784		31,869	,000
	Quarter 2 (dummy)	3,000	,784	,215	3,824	,002
	Quarter 3 (dummy)	6,000	,734	,545	8,177	,000
	Quarter 4 (dummy)	9,000	,734	,818	12,265	,000
	Year 2015 (dummy)	12,000	,555	1,090	21,633	,000

a. Dependent Variable: Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Public reimbursement (dummy), Quarter 2 (dummy), Quarter 4 (dummy), Year 2015 (dummy), Quarter 3 (dummy)[b]	.	Enter

a. Dependent Variable: Drug age

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989[a]	,978	,969	,942809042

a. Predictors: (Constant), Public reimbursement (dummy), Quarter 2 (dummy), Quarter 4 (dummy), Year 2015 (dummy), Quarter 3 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	473,833	5	94,767	106,612	,000[b]
	Residual	10,667	12	,889		
	Total	484,500	17			

a. Dependent Variable: Drug age

b. Predictors: (Constant), Public reimbursement (dummy), Quarter 2 (dummy), Quarter 4 (dummy), Year 2015 (dummy), Quarter 3 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	23,889	1,190		20,078	,000
	Quarter 2 (dummy)	3,000	,770	,215	3,897	,002
	Quarter 3 (dummy)	6,111	,726	,555	8,420	,000
	Quarter 4 (dummy)	8,889	,726	,808	12,247	,000
	Year 2015 (dummy)	11,778	,574	1,070	20,527	,000
	Public reimbursement (dummy)	1,333	1,089	,059	1,225	,244

a. Dependent Variable: Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Public reimbursement (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,994	,155791818

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Public reimbursement (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,115	11	6,283	258,877	,000[b]
	Residual	,146	6	,024		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Public reimbursement (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,744	3,598		1,875	,110
	Ln Detailing flow (calls)	-,416	,209	-,063	-1,994	,093
	Ln Mailing flow	,002	,675	,003	,002	,998
	Ln Competitive detailing flow (calls)	,026	,439	,002	,060	,954
	Ln Competitive Journal advertising flow	,062	,018	,134	3,517	,013
	Ln Competitive mailing flow	,004	,027	,006	,165	,874
	Drug age^2	,000	,000	,100	1,214	,270
	Ln Journal advertising flow x Ln Detailing flow	,006	,003	,094	2,248	,066
	Ln Journal advertising flow x Ln Mailing flow	-,018	,005	-,267	-3,744	,010
	Ln Mailing flow x Ln Detailing flow	-,009	,091	-,110	-,102	,922
	Public reimbursement (dummy)	6,712	,449	,784	14,961	,000
	Year 2015 (dummy)	,828	,166	,199	4,992	,002

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-2,027[b]	-,789	,466	-,333	5,665E-5
	Drug age	4,041[b]	1,607	,169	,584	4,386E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Public reimbursement (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Public reimbursement (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,996	,128796512

a. Predictors: (Constant), Public reimbursement (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,162	11	6,287	379,021	,000[b]
	Residual	,100	6	,017		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Public reimbursement (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-14,490	3,454		-4,195	,006
	Ln Detailing flow (calls)	-,059	,188	-,009	-,313	,765
	Ln Mailing flow	-,095	,547	-,153	-,174	,867
	Ln Competitive detailing flow (calls)	-,419	,394	-,037	-1,064	,328
	Ln Competitive Journal advertising flow	,026	,014	,056	1,785	,125
	Ln Competitive mailing flow	,024	,023	,031	1,044	,337
	Drug age	1,130	,180	2,987	6,265	,001
	Drug age^2	-,013	,002	-2,560	-5,388	,002
	Ln Journal advertising flow x Ln Detailing flow	,002	,002	,032	,941	,383
	Ln Journal advertising flow x Ln Mailing flow	-,003	,004	-,051	-,867	,419
	Ln Mailing flow x Ln Detailing flow	,009	,074	,102	,117	,911
	Public reimbursement (dummy)	5,527	,350	,645	15,773	,000

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-1,305[b]	-,608	,570	-,262	5,815E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Public reimbursement (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age, Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow

Correlations

		Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow
Ln Detailing flow (calls)	Pearson Correlation	1	-,125	-,121
	Sig. (2-tailed)		,622	,631
	N	18	18	18
Ln Journal advertising flow	Pearson Correlation	-,125	1	,506*
	Sig. (2-tailed)	,622		,032
	N	18	18	18
Ln Mailing flow	Pearson Correlation	-,121	,506*	1
	Sig. (2-tailed)	,631	,032	
	N	18	18	18

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow	Ln Competitive detailing flow (calls)	Ln Competitive Journal advertising flow	Ln Competitive mailing flow	Drug age	Drug age^2
Ln Detailing flow (calls)	Pearson Correlation	1	-,125	-,121	,291	,237	,233	,267	,244
	Sig. (2-tailed)		,622	,631	,241	,344	,353	,285	,330
	N	18	18	18	18	18	18	18	18
Ln Journal advertising flow	Pearson Correlation	-,125	1	,506*	,505*	,290	,337	-,653**	-,643**
	Sig. (2-tailed)	,622		,032	,032	,243	,171	,003	,004
	N	18	18	18	18	18	18	18	18
Ln Mailing flow	Pearson Correlation	-,121	,506*	1	,339	,635**	,083	-,811**	-,819**
	Sig. (2-tailed)	,631	,032		,169	,005	,743	,000	,000
	N	18	18	18	18	18	18	18	18
Ln Competitive detailing flow (calls)	Pearson Correlation	,291	,505*	,339	1	,473*	,651**	-,443	-,457
	Sig. (2-tailed)	,241	,032	,169		,047	,003	,066	,057
	N	18	18	18	18	18	18	18	18
Ln Competitive Journal advertising flow	Pearson Correlation	,237	,290	,635**	,473*	1	,460	-,458	-,475*
	Sig. (2-tailed)	,344	,243	,005	,047		,055	,056	,046
	N	18	18	18	18	18	18	18	18
Ln Competitive mailing flow	Pearson Correlation	,233	,337	,083	,651**	,460	1	-,038	-,039
	Sig. (2-tailed)	,353	,171	,743	,003	,055		,882	,877
	N	18	18	18	18	18	18	18	18
Drug age	Pearson Correlation	,267	-,653**	-,811**	-,443	-,458	-,038	1	,998**
	Sig. (2-tailed)	,285	,003	,000	,066	,056	,882		,000
	N	18	18	18	18	18	18	18	18
Drug age^2	Pearson Correlation	,244	-,643**	-,819**	-,457	-,475*	-,039	,998**	1
	Sig. (2-tailed)	,330	,004	,000	,057	,046	,877	,000	
	N	18	18	18	18	18	18	18	18

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,994	,161228510

a. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,157	13	5,320	204,649	,000[b]
	Residual	,104	4	,026		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,468	4,478		,998	,375
	Ln Detailing flow (calls)	-,231	,240	-,035	-,964	,390
	Ln Mailing flow	-,370	,756	-,592	-,490	,650
	Ln Competitive detailing flow (calls)	-,026	,522	-,002	-,049	,963
	Ln Competitive Journal advertising flow	,030	,024	,064	1,262	,276
	Ln Competitive mailing flow	,033	,030	,044	1,101	,333
	Drug age	,094	,028	,248	3,315	,030
	Ln Journal advertising flow x Ln Detailing flow	,003	,003	,050	,903	,418
	Ln Journal advertising flow x Ln Mailing flow	-,020	,006	-,285	-3,490	,025
	Ln Mailing flow x Ln Detailing flow	,045	,102	,529	,435	,686
	Public reimbursement (dummy)	6,264	,504	,731	12,437	,000
	Quarter 2 (dummy)	-,612	,240	-,116	-2,546	,064
	Quarter 3 (dummy)	-,587	,165	-,141	-3,563	,024
	Quarter 4 (dummy)	-,700	,174	-,168	-4,013	,016

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-2,999[b]	-1,135	,339	-,548	5,017E-5
	Drug age^2	-3,592[b]	-10,991	,002	-,988	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Drug age^2, Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Competitive Journal advertising flow, Ln Competitive detailing flow (calls), Ln Mailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Journal advertising flow

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,760[a]	,578	,282	3,724073844

a. Predictors: (Constant), Drug age^2, Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Competitive Journal advertising flow, Ln Competitive detailing flow (calls), Ln Mailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189,696	7	27,099	1,954	,162[b]
	Residual	138,687	10	13,869		
	Total	328,383	17			

a. Dependent Variable: Ln Journal advertising flow

b. Predictors: (Constant), Drug age^2, Ln Competitive mailing flow, Ln Detailing flow (calls), Ln Competitive Journal advertising flow, Ln Competitive detailing flow (calls), Ln Mailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,613	82,885		,369	,720
	Ln Detailing flow (calls)	,901	3,843	,063	,234	,819
	Ln Mailing flow	,173	,584	,127	,297	,773
	Ln Competitive detailing flow (calls)	2,408	9,795	,097	,246	,811
	Ln Competitive Journal advertising flow	-,259	,348	-,256	-,744	,474
	Ln Competitive mailing flow	,569	,579	,347	,984	,349
	Drug age	-2,447	3,324	-2,972	-,736	,479
	Drug age^2	,025	,044	2,349	,565	,584

a. Dependent Variable: Ln Journal advertising flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Mailing flow, Year 2015 (dummy), Drug age^2[b]	.	Enter

a. Dependent Variable: Ln Journal advertising flow

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,929[a]	,863	,534	2,999756019

a. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Mailing flow, Year 2015 (dummy), Drug age^2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283,390	12	23,616	2,624	,148[b]
	Residual	44,993	5	8,999		
	Total	328,383	17			

a. Dependent Variable: Ln Journal advertising flow

b. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Mailing flow, Year 2015 (dummy), Drug age^2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44,601	124,322		,359	,734
	Ln Detailing flow (calls)	-2,079	5,684	-,146	-,366	,729
	Ln Mailing flow	,165	,673	,121	,245	,816
	Ln Competitive detailing flow (calls)	11,823	11,720	,476	1,009	,359
	Ln Competitive Journal advertising flow	-,231	,443	-,229	-,521	,624
	Ln Competitive mailing flow	,053	,687	,033	,078	,941
	Drug age	-5,925	6,780	-7,197	-,874	,422
	Drug age^2	,054	,076	5,036	,705	,512
	Public reimbursement (dummy)	4,273	7,870	,229	,543	,610
	Year 2015 (dummy)	17,172	17,091	1,895	1,005	,361
	Quarter 2 (dummy)	-2,336	5,696	-,204	-,410	,699
	Quarter 3 (dummy)	3,630	8,198	,401	,443	,676
	Quarter 4 (dummy)	10,145	12,617	1,120	,804	,458

a. Dependent Variable: Ln Journal advertising flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Mailing flow x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive mailing flow, Public reimbursement (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age^2, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow[b]	.	Enter

a. Dependent Variable: Ln Journal advertising flow

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,059234983

a. Predictors: (Constant), Ln Mailing flow x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive mailing flow, Public reimbursement (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age^2, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328,372	14	23,455	6684,702	,000[b]
	Residual	,011	3	,004		
	Total	328,383	17			

a. Dependent Variable: Ln Journal advertising flow

b. Predictors: (Constant), Ln Mailing flow x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive mailing flow, Public reimbursement (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age^2, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,034	1,697		1,788	,172
	Ln Detailing flow (calls)	,072	,100	,005	,718	,524
	Ln Mailing flow	,421	,278	,309	1,516	,227
	Ln Competitive detailing flow (calls)	-,349	,235	-,014	-1,486	,234
	Ln Competitive Journal advertising flow	,002	,009	,002	,265	,808
	Ln Competitive mailing flow	,018	,013	,011	1,422	,250
	Drug age^2	,000	,000	,021	,797	,484
	Public reimbursement (dummy)	-,442	,181	-,024	-2,442	,092
	Year 2015 (dummy)	-,388	,291	-,043	-1,334	,274
	Quarter 2 (dummy)	-,100	,119	-,009	-,842	,461
	Quarter 3 (dummy)	-,221	,159	-,024	-1,385	,260
	Quarter 4 (dummy)	-,378	,259	-,042	-1,462	,240
	Ln Journal advertising flow x Ln Detailing flow	,129	,001	,962	91,990	,000
	Ln Journal advertising flow x Ln Mailing flow	,004	,002	,025	1,732	,182
	Ln Mailing flow x Ln Detailing flow	-,057	,038	-,310	-1,512	,228

a. Dependent Variable: Ln Journal advertising flow

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-,095[b]	-,120	,915	-,085	2,541E-5

a. Dependent Variable: Ln Journal advertising flow

b. Predictors in the Model: (Constant), Ln Mailing flow x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive mailing flow, Public reimbursement (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Competitive Journal advertising flow, Drug age^2, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimburseme nt (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,998	,095447480

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,234	14	4,945	542,826	,000[b]
	Residual	,027	3	,009		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,653	2,709		,979	,400
	Ln Detailing flow (calls)	-,479	,162	-,073	-2,965	,059
	Ln Journal advertising flow	,002	,018	,005	,138	,899
	Ln Mailing flow	-,376	,446	-,602	-,844	,461
	Ln Competitive detailing flow (calls)	,645	,376	,057	1,716	,185
	Ln Competitive Journal advertising flow	,033	,014	,070	2,332	,102
	Ln Competitive mailing flow	,004	,020	,005	,183	,867
	Drug age^2	,000	,000	-,033	-,361	,742
	Ln Journal advertising flow x Ln Mailing flow	-,016	,004	-,240	-4,630	,019
	Ln Mailing flow x Ln Detailing flow	,046	,060	,543	,758	,503
	Public reimbursement (dummy)	6,421	,294	,750	21,845	,000
	Quarter 2 (dummy)	-,236	,192	-,045	-1,230	,306
	Quarter 3 (dummy)	,125	,255	,030	,488	,659
	Quarter 4 (dummy)	,506	,414	,122	1,223	,309
	Year 2015 (dummy)	1,475	,466	,355	3,167	,051

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	3,764[b]	4,658	,043	,957	2,550E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Ln Mailing flow x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Drug age x Ln Drug age, Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,998	,096793900

a. Predictors: (Constant), Ln Drug age x Ln Drug age, Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,233	14	4,945	527,823	,000[b]
	Residual	,028	3	,009		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Ln Drug age x Ln Drug age, Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,180	3,228		,985	,397
	Ln Detailing flow (calls)	-,476	,173	-,073	-2,760	,070
	Ln Journal advertising flow	,004	,017	,008	,216	,843
	Ln Mailing flow	-,388	,451	-,620	-,860	,453
	Ln Competitive detailing flow (calls)	,635	,394	,056	1,613	,205
	Ln Competitive Journal advertising flow	,033	,014	,071	2,299	,105
	Ln Competitive mailing flow	,004	,021	,005	,191	,861
	Ln Journal advertising flow x Ln Mailing flow	-,017	,004	-,244	-4,666	,019
	Ln Mailing flow x Ln Detailing flow	,047	,061	,561	,774	,496
	Public reimbursement (dummy)	6,427	,325	,751	19,769	,000
	Quarter 2 (dummy)	-,250	,193	-,048	-1,300	,284
	Quarter 3 (dummy)	,096	,265	,023	,365	,740
	Quarter 4 (dummy)	,458	,427	,110	1,072	,362
	Year 2015 (dummy)	1,428	,536	,343	2,664	,076
	Ln Drug age x Ln Drug age	-,049	,236	-,025	-,209	,848

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug age	11,727[b]	8,499	,014	,986	2,872E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Ln Drug age x Ln Drug age, Ln Competitive mailing flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Year 2015 (dummy), Ln Mailing flow x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,028956531

a. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,259	14	4,947	5900,001	,000[b]
	Residual	,003	3	,001		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-25,224	2,794		-9,028	,003
	Ln Detailing flow (calls)	-,017	,047	-,003	-,355	,746
	Ln Journal advertising flow	-,028	,007	-,062	-4,249	,024
	Ln Mailing flow	-,274	,135	-,438	-2,022	,136
	Ln Competitive detailing flow (calls)	-,091	,094	-,008	-,976	,401
	Ln Competitive Journal advertising flow	-,011	,006	-,025	-2,035	,135
	Ln Competitive mailing flow	,030	,005	,040	5,516	,012
	Ln Journal advertising flow x Ln Mailing flow	,003	,002	,048	1,437	,246
	Ln Mailing flow x Ln Detailing flow	,039	,018	,458	2,108	,126
	Drug age	1,535	,130	4,061	11,772	,001
	Drug age^2	-,017	,002	-3,569	-11,059	,002
	Public reimbursement (dummy)	4,882	,155	,570	31,476	,000
	Quarter 2 (dummy)	-,203	,057	-,039	-3,556	,038
	Quarter 3 (dummy)	-,077	,055	-,018	-1,396	,257
	Quarter 4 (dummy)	,251	,091	,060	2,745	,071

a. Dependent Variable: Ln Sales in DDDs

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Journal advertising flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Journal advertising flow

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,998	,214581746

a. Predictors: (Constant), Ln Journal advertising flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327,646	1	327,646	7115,732	,000[b]
	Residual	,737	16	,046		
	Total	328,383	17			

a. Dependent Variable: Ln Journal advertising flow

b. Predictors: (Constant), Ln Journal advertising flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,012	,071		,163	,872
	Ln Journal advertising flow x Ln Detailing flow	,134	,002	,999	84,355	,000

a. Dependent Variable: Ln Journal advertising flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy)[b]	.	Enter

a. Dependent Variable: Drug age

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,818[a]	,669	,648	3,167214865

a. Predictors: (Constant), Year 2015 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324,000	1	324,000	32,299	,000[b]
	Residual	160,500	16	10,031		
	Total	484,500	17			

a. Dependent Variable: Drug age

b. Predictors: (Constant), Year 2015 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	32,500	1,293		25,135	,000
	Year 2015 (dummy)	9,000	1,584	,818	5,683	,000

a. Dependent Variable: Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)[b]	.	Enter

a. Dependent Variable: Drug age

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,289[a]	,084	-,113	5,631543813

a. Predictors: (Constant), Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,500	3	13,500	,426	,738[b]
	Residual	444,000	14	31,714		
	Total	484,500	17			

a. Dependent Variable: Drug age

b. Predictors: (Constant), Quarter 4 (dummy), Quarter 2 (dummy), Quarter 3 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	37,000	3,251		11,380	,000
	Quarter 2 (dummy)	3,000	4,598	,215	,652	,525
	Quarter 3 (dummy)	3,055E-16	3,982	,000	,000	1,000
	Quarter 4 (dummy)	3,000	3,982	,273	,753	,464

a. Dependent Variable: Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,028956531

a. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,259	14	4,947	5900,001	,000[b]
	Residual	,003	3	,001		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Quarter 4 (dummy), Ln Competitive mailing flow, Drug age, Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Journal advertising flow x Ln Mailing flow, Ln Mailing flow x Ln Detailing flow, Drug age^2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-25,224	2,794		-9,028	,003
	Ln Detailing flow (calls)	-,017	,047	-,003	-,355	,746
	Ln Journal advertising flow	-,028	,007	-,062	-4,249	,024
	Ln Mailing flow	-,274	,135	-,438	-2,022	,136
	Ln Competitive detailing flow (calls)	-,091	,094	-,008	-,976	,401
	Ln Competitive Journal advertising flow	-,011	,006	-,025	-2,035	,135
	Ln Competitive mailing flow	,030	,005	,040	5,516	,012
	Drug age	1,535	,130	4,061	11,772	,001
	Drug age^2	-,017	,002	-3,569	-11,059	,002
	Ln Journal advertising flow x Ln Mailing flow	,003	,002	,048	1,437	,246
	Ln Mailing flow x Ln Detailing flow	,039	,018	,458	2,108	,126
	Public reimbursement (dummy)	4,882	,155	,570	31,476	,000
	Quarter 2 (dummy)	-,203	,057	-,039	-3,556	,038
	Quarter 3 (dummy)	-,077	,055	-,018	-1,396	,257
	Quarter 4 (dummy)	,251	,091	,060	2,745	,071

a. Dependent Variable: Ln Sales in DDDs

2.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Competitive mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Mailing flow, Ln Journal advertising flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,871[a]	,758	,621	,052638174

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Competitive mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Mailing flow, Ln Journal advertising flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,260	17	,015	5,526	,000[b]
	Residual	,083	30	,003		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Competitive mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Mailing flow, Ln Journal advertising flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,011	,978		14,325	,000
	Ln Detailing flow (calls)	-,029	,066	-,084	-,433	,668
	Ln Journal advertising flow	-,078	,100	-3,319	-,785	,439
	Ln Mailing flow	,100	,130	3,214	,773	,446
	Ln Competitive detailing flow (calls)	,054	,091	,144	,589	,560
	Ln Competitive Journal advertising flow	-,004	,004	-,108	-,890	,380
	Ln Competitive mailing flow	-,004	,004	-,161	-1,024	,314
	Drug age	,002	,015	,401	,168	,867
	Drug age^2	,000	,000	-3,459	-1,929	,063
	Ln Journal advertising flow x Ln Detailing flow	,010	,014	3,224	,761	,453
	Ln Journal advertising flow x Ln Mailing flow	,002	,001	,530	1,789	,084
	Ln Mailing flow x Ln Detailing flow	-,016	,018	-3,690	-,877	,387
	Quarter 2 (dummy)	,109	,040	,559	2,707	,011
	Quarter 3 (dummy)	,184	,069	,941	2,651	,013
	Quarter 4 (dummy)	,268	,104	1,372	2,567	,015
	Year 2013 (dummy)	,262	,137	1,340	1,906	,066
	Year 2014 (dummy)	,505	,267	2,585	1,888	,069
	Year 2015 (dummy)	,837	,411	4,285	2,038	,050

a. Dependent Variable: Ln Sales in DDDs

2.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Detailing flow (calls), Drug age^2, Ln Mailing flow, Drug age, Ln Journal advertising flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,845[a]	,714	,551	,049207346

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Detailing flow (calls), Drug age^2, Ln Mailing flow, Drug age, Ln Journal advertising flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,181	17	,011	4,396	,000[b]
	Residual	,073	30	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Detailing flow (calls), Drug age^2, Ln Mailing flow, Drug age, Ln Journal advertising flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,446	,835		17,296	,000
	Ln Detailing flow (calls)	,076	,063	,332	1,213	,235
	Ln Journal advertising flow	,037	,060	1,921	,608	,548
	Ln Mailing flow	-,097	,085	-3,079	-1,147	,260
	Ln Competitive detailing flow (calls)	-,074	,069	-,211	-1,080	,289
	Ln Competitive Journal advertising flow	,003	,005	,078	,552	,585
	Ln Competitive mailing flow	-,005	,003	-,248	-1,851	,074
	Drug age	-,005	,015	-,872	-,297	,769
	Drug age^2	-7,903E-5	,000	-1,952	-,861	,396
	Ln Journal advertising flow x Ln Detailing flow	-,004	,008	-1,763	-,557	,582
	Ln Journal advertising flow x Ln Mailing flow	-7,284E-5	,001	-,015	-,075	,941
	Ln Mailing flow x Ln Detailing flow	,013	,011	3,192	1,180	,247
	Quarter 2 (dummy)	,076	,036	,453	2,092	,045
	Quarter 3 (dummy)	,165	,064	,983	2,577	,015
	Quarter 4 (dummy)	,222	,092	1,322	2,405	,023
	Year 2013 (dummy)	,175	,118	1,042	1,480	,149
	Year 2014 (dummy)	,407	,236	2,425	1,728	,094
	Year 2015 (dummy)	,668	,349	3,978	1,913	,065

a. Dependent Variable: Ln Sales in DDDs

2.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive mailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,922[a]	,850	,765	,046212815

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive mailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,362	17	,021	9,979	,000[b]
	Residual	,064	30	,002		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive mailing flow, Ln Competitive detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,126	,708		18,538	,000
	Ln Detailing flow (calls)	-,175	,090	-,432	-1,949	,061
	Ln Journal advertising flow	-,040	,077	-1,412	-,517	,609
	Ln Mailing flow	-,125	,096	-3,904	-1,306	,201
	Ln Competitive detailing flow (calls)	,180	,079	,450	2,288	,029
	Ln Competitive Journal advertising flow	,004	,003	,117	1,147	,260
	Ln Competitive mailing flow	-,003	,004	-,109	-,904	,373
	Drug age	,004	,012	,583	,320	,751
	Drug age^2	,000	,000	-2,433	-1,910	,066
	Ln Journal advertising flow x Ln Detailing flow	,005	,010	1,487	,541	,592
	Ln Journal advertising flow x Ln Mailing flow	-,001	,001	-,147	-,577	,568
	Ln Mailing flow x Ln Detailing flow	,017	,013	4,056	1,334	,192
	Quarter 2 (dummy)	,098	,035	,449	2,795	,009
	Quarter 3 (dummy)	,169	,059	,774	2,868	,007
	Quarter 4 (dummy)	,220	,085	1,011	2,596	,014
	Year 2013 (dummy)	,223	,113	1,023	1,968	,058
	Year 2014 (dummy)	,464	,224	2,132	2,071	,047
	Year 2015 (dummy)	,719	,331	3,303	2,173	,038

a. Dependent Variable: Ln Sales in DDDs

2.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Mailing flow x Ln Detailing flow, Quarter 4 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Quarter 2 (dummy), Ln Competitive Journal advertising flow, Year 2014 (dummy), Ln Detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow, Ln Mailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,978[a]	,956	,916	,234642173

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Mailing flow x Ln Detailing flow, Quarter 4 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Quarter 2 (dummy), Ln Competitive Journal advertising flow, Year 2014 (dummy), Ln Detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow, Ln Mailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,162	15	1,344	24,413	,000[b]
	Residual	,936	17	,055		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Mailing flow x Ln Detailing flow, Quarter 4 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Quarter 2 (dummy), Ln Competitive Journal advertising flow, Year 2014 (dummy), Ln Detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow, Ln Mailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,132	2,796		,762	,456
	Ln Detailing flow (calls)	,079	,280	,043	,281	,782
	Ln Journal advertising flow	-,243	,344	-1,216	-,708	,488
	Ln Mailing flow	1,495	2,082	2,971	,718	,482
	Ln Competitive detailing flow (calls)	,512	,239	,212	2,145	,047
	Ln Competitive Journal advertising flow	,000	,034	,001	,005	,996
	Ln Competitive mailing flow	,032	,018	,117	1,755	,097
	Drug age	,272	,073	3,242	3,753	,002
	Drug age^2	-,003	,001	-2,593	-3,756	,002
	Ln Journal advertising flow x Ln Detailing flow	,029	,043	1,144	,685	,502
	Ln Mailing flow x Ln Detailing flow	-,200	,284	-2,917	-,705	,490
	Quarter 2 (dummy)	-,199	,246	-,111	-,809	,430
	Quarter 3 (dummy)	,274	,380	,153	,721	,481
	Quarter 4 (dummy)	,394	,561	,219	,702	,492
	Year 2014 (dummy)	,565	,735	,340	,769	,452
	Year 2015 (dummy)	,851	1,498	,512	,568	,577

a. Dependent Variable: Ln Sales in DDDs

2.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive mailing flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686[a]	,471	,171	,053764538

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive mailing flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,077	17	,005	1,570	,136[b]
	Residual	,087	30	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Competitive mailing flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Mailing flow x Ln Detailing flow, Drug age, Ln Journal advertising flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,615	,950		13,278	,000
	Ln Detailing flow (calls)	,018	,055	,101	,329	,745
	Ln Journal advertising flow	-,019	,060	-1,319	-,308	,760
	Ln Mailing flow	,061	,076	2,751	,806	,427
	Ln Competitive detailing flow (calls)	,026	,076	,103	,344	,733
	Ln Competitive Journal advertising flow	,005	,006	,187	,749	,460
	Ln Competitive mailing flow	-,001	,003	-,072	-,385	,703
	Drug age	,002	,016	,415	,109	,914
	Drug age^2	-6,714E-5	,000	-1,651	-,671	,507
	Ln Journal advertising flow x Ln Detailing flow	,003	,009	1,343	,316	,754
	Ln Journal advertising flow x Ln Mailing flow	,001	,001	,182	,652	,519
	Ln Mailing flow x Ln Detailing flow	-,010	,011	-3,074	-,889	,381
	Quarter 2 (dummy)	,044	,043	,328	1,035	,309
	Quarter 3 (dummy)	,077	,074	,571	1,048	,303
	Quarter 4 (dummy)	,118	,103	,874	1,150	,259
	Year 2013 (dummy)	,070	,143	,515	,485	,631
	Year 2014 (dummy)	,107	,271	,792	,394	,696
	Year 2015 (dummy)	,240	,405	1,778	,593	,558

a. Dependent Variable: Ln Sales in DDDs

2.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Drug age^2, Ln Mailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,940[a]	,883	,823	,047837534

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Drug age^2, Ln Mailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,535	16	,033	14,622	,000[b]
	Residual	,071	31	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Drug age^2, Ln Mailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,817	,800		17,267	,000
	Ln Detailing flow (calls)	,033	,022	,194	1,503	,143
	Ln Journal advertising flow	,074	,045	1,517	1,656	,108
	Ln Mailing flow	-,048	,071	-,737	-,683	,499
	Ln Competitive detailing flow (calls)	,003	,032	,009	,097	,923
	Ln Competitive Journal advertising flow	,006	,002	,204	2,583	,015
	Ln Competitive mailing flow	-,002	,003	-,050	-,588	,561
	Drug age	,020	,016	2,481	1,237	,225
	Drug age^2	,000	,000	-4,562	-2,768	,009
	Ln Journal advertising flow x Ln Detailing flow	-,011	,007	-1,486	-1,619	,115
	Ln Mailing flow x Ln Detailing flow	,006	,010	,598	,551	,586
	Quarter 2 (dummy)	,079	,035	,306	2,283	,029
	Quarter 3 (dummy)	,152	,063	,587	2,412	,022
	Quarter 4 (dummy)	,219	,091	,842	2,399	,023
	Year 2013 (dummy)	,229	,121	,882	1,886	,069
	Year 2014 (dummy)	,565	,237	2,177	2,389	,023
	Year 2015 (dummy)	,898	,357	3,459	2,514	,017

a. Dependent Variable: Ln Sales in DDDs

2.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow, Ln Journal advertising flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,897[a]	,804	,693	,042129670

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow, Ln Journal advertising flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,218	17	,013	7,233	,000[b]
	Residual	,053	30	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow, Ln Journal advertising flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,387	,599		24,028	,000
	Ln Detailing flow (calls)	,024	,051	,119	,469	,643
	Ln Journal advertising flow	-,051	,041	-2,554	-1,246	,222
	Ln Mailing flow	-,082	,056	-2,947	-1,472	,152
	Ln Competitive detailing flow (calls)	-,022	,032	-,109	-,675	,505
	Ln Competitive Journal advertising flow	-,002	,003	-,066	-,548	,588
	Ln Competitive mailing flow	-,001	,003	-,048	-,413	,682
	Drug age	,009	,012	1,619	,740	,465
	Drug age^2	,000	,000	-5,824	-3,248	,003
	Ln Journal advertising flow x Ln Detailing flow	,007	,006	2,761	1,341	,190
	Ln Journal advertising flow x Ln Mailing flow	,002	,001	,404	2,157	,039
	Ln Mailing flow x Ln Detailing flow	,009	,007	2,373	1,203	,238
	Quarter 2 (dummy)	,088	,031	,509	2,886	,007
	Quarter 3 (dummy)	,172	,056	,993	3,099	,004
	Quarter 4 (dummy)	,263	,083	1,515	3,158	,004
	Year 2013 (dummy)	,265	,112	1,526	2,364	,025
	Year 2014 (dummy)	,609	,219	3,504	2,780	,009
	Year 2015 (dummy)	1,030	,338	5,931	3,052	,005

a. Dependent Variable: Ln Sales in DDDs

2.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Competitive Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Loss of exclusivity (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974[a]	,948	,924	,098160104

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Competitive Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Loss of exclusivity (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,627	15	,375	38,935	,000[b]
	Residual	,308	32	,010		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Competitive Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Mailing flow x Ln Detailing flow, Loss of exclusivity (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,498	5,894		1,272	,212
	Ln Detailing flow (calls)	,004	,011	,021	,311	,758
	Ln Mailing flow	,009	,014	,053	,644	,524
	Ln Competitive detailing flow (calls)	,122	,079	,100	1,548	,131
	Ln Competitive Journal advertising flow	,002	,005	,019	,384	,704
	Ln Competitive mailing flow	-,016	,007	-,139	-2,498	,018
	Drug age	,122	,062	4,815	1,987	,056
	Drug age^2	-,001	,000	-7,025	-3,069	,004
	Ln Mailing flow x Ln Detailing flow	,003	,005	,053	,640	,527
	Loss of exclusivity (dummy)	-,133	,101	-,189	-1,322	,196
	Quarter 2 (dummy)	,170	,069	,209	2,456	,020
	Quarter 3 (dummy)	,318	,125	,391	2,551	,016
	Quarter 4 (dummy)	,409	,180	,504	2,271	,030
	Year 2013 (dummy)	,434	,244	,534	1,780	,085
	Year 2014 (dummy)	,929	,465	1,144	2,001	,054
	Year 2015 (dummy)	1,408	,702	1,734	2,006	,053

a. Dependent Variable: Ln Sales in DDDs

2.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive mailing flow, Loss of exclusivity (dummy), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,992[a]	,985	,979	,069567441

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive mailing flow, Loss of exclusivity (dummy), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,706	13	,824	170,173	,000[b]
	Residual	,165	34	,005		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive mailing flow, Loss of exclusivity (dummy), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33,494	4,592		7,294	,000
	Ln Detailing flow (calls)	,007	,007	,025	1,009	,320
	Ln Competitive detailing flow (calls)	-,095	,059	-,058	-1,600	,119
	Ln Competitive Journal advertising flow	,009	,004	,063	2,589	,014
	Ln Competitive mailing flow	-,004	,004	-,025	-,911	,369
	Drug age	-,170	,050	-4,939	-3,404	,002
	Drug age^2	,000	,000	3,454	2,518	,017
	Loss of exclusivity (dummy)	,057	,063	,045	,905	,372
	Quarter 2 (dummy)	,083	,048	,075	1,734	,092
	Quarter 3 (dummy)	,154	,087	,140	1,767	,086
	Quarter 4 (dummy)	,206	,121	,187	1,704	,097
	Year 2013 (dummy)	-,058	,162	-,052	-,356	,724
	Year 2014 (dummy)	,243	,319	,221	,761	,452
	Year 2015 (dummy)	,575	,481	,523	1,195	,240

a. Dependent Variable: Ln Sales in DDDs

2.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965[a]	,931	,869	,192036697

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,913	16	,557	15,105	,000[b]
	Residual	,664	18	,037		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,585	2,515		2,618	,017
	Ln Detailing flow (calls)	,024	,212	,016	,112	,912
	Ln Journal advertising flow	,498	,848	2,285	,588	,564
	Ln Mailing flow	-,711	1,120	-2,723	-,634	,534
	Ln Competitive detailing flow (calls)	,350	,269	,249	1,302	,209
	Ln Competitive Journal advertising flow	-,005	,014	-,031	-,350	,730
	Ln Competitive mailing flow	,013	,016	,076	,815	,426
	Drug age	,202	,086	3,909	2,362	,030
	Drug age^2	-,002	,001	-2,192	-2,309	,033
	Ln Journal advertising flow x Ln Detailing flow	-,068	,112	-2,390	-,605	,553
	Ln Journal advertising flow x Ln Mailing flow	,002	,010	,027	,222	,827
	Ln Mailing flow x Ln Detailing flow	,096	,150	2,764	,640	,530
	Quarter 2 (dummy)	,132	,181	,110	,727	,476
	Quarter 3 (dummy)	-,043	,328	-,036	-,131	,897
	Quarter 4 (dummy)	-,149	,519	-,124	-,287	,778
	Year 2014 (dummy)	-,414	,794	-,376	-,521	,609
	Year 2015 (dummy)	-,859	1,518	-,780	-,566	,578

a. Dependent Variable: Ln Sales in DDDs

2.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,752[a]	,566	,320	,072293201

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,204	17	,012	2,300	,022[b]
	Residual	,157	30	,005		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive mailing flow, Ln Journal advertising flow x Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Ln Mailing flow x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,392	2,768		5,921	,000
	Ln Detailing flow (calls)	-,118	,061	-,587	-1,926	,064
	Ln Journal advertising flow	-,118	,057	-5,190	-2,071	,047
	Ln Mailing flow	-,050	,099	-1,269	-,501	,620
	Ln Competitive detailing flow (calls)	,118	,065	,475	1,825	,078
	Ln Competitive Journal advertising flow	,007	,004	,322	1,702	,099
	Ln Competitive mailing flow	-,009	,005	-,354	-2,019	,052
	Drug age	-,005	,039	-,805	-,130	,897
	Drug age^2	-8,562E-5	,000	-3,218	-,584	,563
	Ln Journal advertising flow x Ln Detailing flow	,016	,007	5,263	2,122	,042
	Ln Journal advertising flow x Ln Mailing flow	-,001	,001	-,242	-,987	,331
	Ln Mailing flow x Ln Detailing flow	,007	,014	1,305	,517	,609
	Quarter 2 (dummy)	,056	,051	,278	1,084	,287
	Quarter 3 (dummy)	,214	,093	1,070	2,296	,029
	Quarter 4 (dummy)	,239	,138	1,195	1,740	,092
	Year 2013 (dummy)	,217	,182	1,086	1,192	,243
	Year 2014 (dummy)	,537	,358	2,680	1,500	,144
	Year 2015 (dummy)	,969	,525	4,836	1,844	,075

a. Dependent Variable: Ln Sales in DDDs

2.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Competitive mailing flow, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773[a]	,597	,409	,056177088

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Competitive mailing flow, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,150	15	,010	3,166	,003[b]
	Residual	,101	32	,003		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Competitive mailing flow, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,916	1,410		11,288	,000
	Ln Detailing flow (calls)	,005	,019	,044	,281	,781
	Ln Journal advertising flow	,060	,058	2,454	1,043	,305
	Ln Competitive detailing flow (calls)	-,036	,040	-,147	-,908	,371
	Ln Competitive Journal advertising flow	,003	,003	,135	,992	,329
	Ln Competitive mailing flow	-,008	,003	-,368	-2,522	,017
	Drug age	-,020	,023	-3,925	-,888	,381
	Drug age^2	-9,119E-5	,000	-3,659	-,928	,360
	Ln Journal advertising flow x Ln Detailing flow	-,009	,008	-2,447	-1,039	,307
	Ln Mailing flow x Ln Detailing flow	,002	,002	,177	1,355	,185
	Quarter 2 (dummy)	,139	,042	,832	3,344	,002
	Quarter 3 (dummy)	,226	,071	1,355	3,199	,003
	Quarter 4 (dummy)	,361	,103	2,160	3,507	,001
	Year 2013 (dummy)	,386	,140	2,311	2,760	,009
	Year 2014 (dummy)	,801	,266	4,797	3,007	,005
	Year 2015 (dummy)	1,309	,403	7,839	3,246	,003

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Mailing flow	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow x Ln Detailing flow, Ln Competitive Journal advertising flow, Quarter 2 (dummy), Ln Competitive mailing flow, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Journal advertising flow x Ln Detailing flow, Drug age

2.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Competitive mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow, Drug age, Ln Mailing flow x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789[a]	,622	,408	,055471753

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Competitive mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow, Drug age, Ln Mailing flow x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,152	17	,009	2,908	,005[b]
	Residual	,092	30	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Competitive mailing flow, Quarter 3 (dummy), Ln Journal advertising flow x Ln Detailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow x Ln Mailing flow, Ln Competitive detailing flow (calls), Drug age^2, Ln Journal advertising flow, Drug age, Ln Mailing flow x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,202	1,933		6,830	,000
	Ln Detailing flow (calls)	-,021	,037	-,108	-,555	,583
	Ln Journal advertising flow	,004	,050	,213	,082	,935
	Ln Mailing flow	-,199	,351	-4,857	-,566	,576
	Ln Competitive detailing flow (calls)	,096	,082	,470	1,170	,251
	Ln Competitive Journal advertising flow	-,002	,003	-,088	-,604	,550
	Ln Competitive mailing flow	-,002	,003	-,085	-,553	,584
	Drug age	,018	,025	3,554	,721	,477
	Drug age^2	,000	,000	-7,719	-1,708	,098
	Ln Journal advertising flow x Ln Detailing flow	,000	,008	,130	,050	,961
	Ln Journal advertising flow x Ln Mailing flow	,000	,003	-,049	-,121	,904
	Ln Mailing flow x Ln Detailing flow	,032	,057	4,973	,561	,579
	Quarter 2 (dummy)	,072	,039	,434	1,827	,078
	Quarter 3 (dummy)	,163	,067	,992	2,423	,022
	Quarter 4 (dummy)	,204	,099	1,238	2,055	,049
	Year 2013 (dummy)	,143	,134	,870	1,069	,294
	Year 2014 (dummy)	,440	,264	2,673	1,666	,106
	Year 2015 (dummy)	,723	,403	4,389	1,796	,083

a. Dependent Variable: Ln Sales in DDDs

2.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,975[a]	,951	,925	,057853514

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,998	16	,125	37,312	,000[b]
	Residual	,104	31	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,679	,573		22,134	,000
	Ln Detailing flow (calls)	,083	,057	,137	1,471	,152
	Ln Journal advertising flow	,042	,083	,643	,501	,620
	Ln Competitive detailing flow (calls)	-,011	,062	-,019	-,177	,861
	Ln Competitive Journal advertising flow	,000	,003	,006	,128	,899
	Ln Competitive mailing flow	-,003	,003	-,049	-,925	,362
	Drug age	,008	,013	,548	,635	,530
	Drug age^2	,000	,000	-1,174	-2,475	,019
	Ln Journal advertising flow x Ln Detailing flow	-,006	,010	-,711	-,554	,583
	Ln Journal advertising flow x Ln Mailing flow	,000	,002	,012	,171	,865
	Ln Mailing flow x Ln Detailing flow	-,001	,002	-,033	-,505	,617
	Quarter 2 (dummy)	,114	,044	,235	2,605	,014
	Quarter 3 (dummy)	,150	,071	,311	2,129	,041
	Quarter 4 (dummy)	,236	,102	,488	2,323	,027
	Year 2013 (dummy)	,247	,135	,511	1,833	,076
	Year 2014 (dummy)	,498	,266	1,030	1,868	,071
	Year 2015 (dummy)	,887	,403	1,836	2,201	,035

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Mailing flow	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive Journal advertising flow, Ln Journal advertising flow x Ln Mailing flow, Ln Competitive mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow x Ln Detailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Drug age^2, Drug age, Ln Journal advertising flow

2.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858[a]	,737	,587	,077525451

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,504	17	,030	4,937	,000[b]
	Residual	,180	30	,006		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Competitive mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive Journal advertising flow, Ln Detailing flow (calls), Ln Journal advertising flow x Ln Mailing flow, Year 2013 (dummy), Drug age^2, Ln Mailing flow x Ln Detailing flow, Ln Journal advertising flow x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,454	,633		18,084	,000
	Ln Detailing flow (calls)	,091	,072	,412	1,263	,216
	Ln Journal advertising flow	-,004	,060	-,138	-,066	,948
	Ln Mailing flow	,102	,064	2,719	1,586	,123
	Ln Competitive detailing flow (calls)	-,051	,047	-,213	-1,084	,287
	Ln Competitive Journal advertising flow	-9,775E-5	,004	-,003	-,026	,979
	Ln Competitive mailing flow	,004	,007	,076	,616	,543
	Drug age	-,004	,020	-,445	-,195	,847
	Drug age^2	,000	,000	-4,131	-2,969	,006
	Ln Journal advertising flow x Ln Detailing flow	,002	,008	,479	,217	,829
	Ln Journal advertising flow x Ln Mailing flow	-,002	,001	-,427	-1,557	,130
	Ln Mailing flow x Ln Detailing flow	-,015	,009	-3,026	-1,644	,111
	Quarter 2 (dummy)	,153	,057	,553	2,677	,012
	Quarter 3 (dummy)	,266	,098	,963	2,710	,011
	Quarter 4 (dummy)	,414	,138	1,499	3,006	,005
	Year 2013 (dummy)	,517	,198	1,875	2,609	,014
	Year 2014 (dummy)	,876	,372	3,176	2,358	,025
	Year 2015 (dummy)	1,514	,551	5,490	2,749	,010

a. Dependent Variable: Ln Sales in DDDs

3. Model 3 – Rizzo (1999)

3.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Drug price x drug age, Year 2013 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,995	,104891304

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Drug price x drug age, Year 2013 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,061	12	8,172	742,735	,000[b]
	Residual	,385	35	,011		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Drug price x drug age, Year 2013 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,606	3,102		2,129	,040
	Ln Detailing flow (calls)	,028	,246	,009	,112	,911
	Ln Competitive detailing flow (calls)	,091	,065	,024	1,400	,170
	Ln Detailing stock (calls)	,174	,185	,054	,940	,354
	Ln Average drug price per DDD	,004	,973	,001	,004	,997
	Ln Average competitors price per DDD	-1,542	1,095	-,134	-1,408	,168
	Drug age	,070	,014	,681	5,135	,000
	Ln Drug price x Ln Detailing flow	-,007	,178	-,011	-,038	,970
	Ln Drug price x drug age	-,002	,012	-,012	-,195	,847
	Public reimbursement (dummy)	,519	,180	,173	2,887	,007
	Year 2013 (dummy)	-,102	,088	-,031	-1,158	,255
	Year 2014 (dummy)	-,298	,150	-,090	-1,991	,054
	Year 2015 (dummy)	-,119	,188	-,036	-,634	,530

a. Dependent Variable: Ln Sales in DDDs

3.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993[a]	,987	,982	,075346095

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,773	12	1,231	216,858	,000[b]
	Residual	,199	35	,006		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,433	4,107		3,514	,001
	Ln Detailing flow (calls)	,435	,453	,230	,959	,344
	Ln Competitive detailing flow (calls)	,047	,062	,051	,766	,449
	Ln Detailing stock (calls)	-,004	,139	-,001	-,031	,975
	Ln Average drug price per DDD	-3,660	3,738	-,785	-,979	,334
	Ln Average competitors price per DDD	-,178	,213	-,117	-,832	,411
	Drug age	-,110	,026	-2,740	-4,306	,000
	Ln Drug price x Ln Detailing flow	-,376	,419	-,753	-,895	,377
	Ln Drug price x drug age	,140	,025	2,230	5,542	,000
	Public reimbursement (dummy)	-,104	,096	-,089	-1,084	,286
	Year 2013 (dummy)	,030	,060	,023	,493	,625
	Year 2014 (dummy)	,225	,112	,174	2,007	,053
	Year 2015 (dummy)	,137	,141	,106	,972	,338

a. Dependent Variable: Ln Sales in DDDs

3.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,998	,097026581

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,176	8	8,647	918,514	,000[b]
	Residual	,085	9	,009		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Public reimbursement (dummy), Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,964	9,630		1,346	,211
	Ln Detailing flow (calls)	,239	,108	,036	2,207	,055
	Ln Competitive detailing flow (calls)	-,097	,190	-,009	-,513	,620
	Ln Detailing stock (calls)	,639	,257	,178	2,491	,034
	Ln Average drug price per DDD	,047	1,552	,001	,030	,976
	Ln Average competitors price per DDD	-14,437	6,227	-,304	-2,319	,046
	Drug age	,031	,025	,083	1,232	,249
	Public reimbursement (dummy)	4,263	,429	,498	9,948	,000
	Year 2015 (dummy)	,147	,117	,035	1,259	,240

a. Dependent Variable: Ln Sales in DDDs

3.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825[a]	,681	,583	,055199603

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,234	11	,021	6,974	,000[b]
	Residual	,110	36	,003		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,779	3,765		4,190	,000
	Ln Detailing flow (calls)	,206	,304	,601	,679	,501
	Ln Competitive detailing flow (calls)	,050	,073	,133	,677	,503
	Ln Detailing stock (calls)	,073	,210	,077	,345	,732
	Ln Average drug price per DDD	2,651	8,989	1,187	,295	,770
	Ln Average competitors price per DDD	-12,689	12,155	-3,980	-1,044	,303
	Drug age	-,027	,014	-4,451	-1,878	,069
	Ln Drug price x Ln Detailing flow	-,642	1,003	-2,265	-,640	,526
	Ln Drug price x drug age	,125	,051	3,511	2,480	,018
	Year 2013 (dummy)	-,088	,081	-,450	-1,092	,282
	Year 2014 (dummy)	-,441	,316	-2,258	-1,397	,171
	Year 2015 (dummy)	-,501	,360	-2,566	-1,391	,173

a. Dependent Variable: Ln Sales in DDDs

3.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762[a]	,581	,453	,054325950

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,147	11	,013	4,539	,000[b]
	Residual	,106	36	,003		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,110	6,820		3,095	,004
	Ln Detailing flow (calls)	-,316	,630	-1,383	-,502	,619
	Ln Competitive detailing flow (calls)	,056	,061	,158	,910	,369
	Ln Detailing stock (calls)	-,088	,129	-,305	-,680	,501
	Ln Average drug price per DDD	-25,749	24,407	-8,682	-1,055	,298
	Ln Average competitors price per DDD	1,679	3,196	,738	,525	,603
	Drug age	-,026	,033	-4,908	-,773	,444
	Ln Drug price x Ln Detailing flow	1,211	2,284	4,456	,530	,599
	Ln Drug price x drug age	,107	,113	3,792	,951	,348
	Year 2013 (dummy)	-,103	,051	-,611	-2,005	,053
	Year 2014 (dummy)	-,427	,352	-2,542	-1,212	,233
	Year 2015 (dummy)	-,503	,382	-2,994	-1,315	,197

a. Dependent Variable: Ln Sales in DDDs

3.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2014 (dummy), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894[a]	,799	,738	,048762201

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2014 (dummy), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,341	11	,031	13,029	,000[b]
	Residual	,086	36	,002		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2014 (dummy), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,376	4,242		1,739	,091
	Ln Detailing flow (calls)	,608	,413	1,505	1,471	,150
	Ln Competitive detailing flow (calls)	,128	,057	,320	2,250	,031
	Ln Detailing stock (calls)	,154	,117	,155	1,315	,197
	Ln Average drug price per DDD	13,104	16,480	3,434	,795	,432
	Ln Average competitors price per DDD	-,518	2,604	-,168	-,199	,843
	Drug age	-,020	,031	-2,915	-,641	,525
	Ln Drug price x Ln Detailing flow	-2,191	1,421	-4,892	-1,542	,132
	Ln Drug price x drug age	,096	,109	2,940	,882	,383
	Year 2013 (dummy)	-,010	,050	-,044	-,192	,849
	Year 2014 (dummy)	,013	,207	,059	,063	,950
	Year 2015 (dummy)	-,014	,231	-,063	-,060	,953

a. Dependent Variable: Ln Sales in DDDs

3.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,983[a]	,966	,957	,168535087

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,388	7	2,913	102,539	,000[b]
	Residual	,710	25	,028		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	55,771	39,296		1,419	,168
	Ln Detailing flow (calls)	,057	,149	,031	,383	,705
	Ln Competitive detailing flow (calls)	,224	,179	,093	1,256	,221
	Ln Detailing stock (calls)	,830	,106	,359	7,798	,000
	Ln Average competitors price per DDD	-285,530	201,012	-,249	-1,420	,168
	Drug age	,124	,024	1,482	5,152	,000
	Year 2014 (dummy)	-,292	,423	-,176	-,691	,496
	Year 2015 (dummy)	-,539	,479	-,324	-1,126	,271

a. Dependent Variable: Ln Sales in DDDs

3.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641[a]	,411	,232	,051760051

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,067	11	,006	2,288	,030[b]
	Residual	,096	36	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,223	3,194		3,514	,001
	Ln Detailing flow (calls)	,143	,316	,802	,453	,653
	Ln Competitive detailing flow (calls)	,059	,060	,234	,984	,332
	Ln Detailing stock (calls)	,027	,073	,079	,374	,710
	Ln Average drug price per DDD	4,354	12,934	1,810	,337	,738
	Ln Average competitors price per DDD	-1,915	3,632	-,941	-,527	,601
	Drug age	,020	,031	4,823	,666	,510
	Ln Drug price x Ln Detailing flow	-,344	1,084	-,995	-,318	,753
	Ln Drug price x drug age	-,057	,108	-2,818	-,528	,600
	Year 2013 (dummy)	-,070	,049	-,522	-1,449	,156
	Year 2014 (dummy)	-,210	,208	-1,553	-1,009	,319
	Year 2015 (dummy)	-,259	,227	-1,922	-1,141	,262

a. Dependent Variable: Ln Sales in DDDs

3.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,904[a]	,818	,768	,054662843

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,496	10	,050	16,592	,000[b]
	Residual	,111	37	,003		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,252	6,130		1,999	,053
	Ln Detailing flow (calls)	,049	,915	,285	,053	,958
	Ln Competitive detailing flow (calls)	,021	,036	,061	,591	,558
	Ln Detailing stock (calls)	,054	,046	,271	1,179	,246
	Ln Average drug price per DDD	-1,002	7,439	-,237	-,135	,894
	Ln Average competitors price per DDD	-,402	,218	-,262	-1,846	,073
	Drug age	,009	,006	1,087	1,424	,163
	Ln Drug price x Ln Detailing flow	,073	1,104	,280	,066	,948
	Year 2013 (dummy)	-,048	,057	-,187	-,854	,399
	Year 2014 (dummy)	-,067	,084	-,258	-,793	,433
	Year 2015 (dummy)	-,100	,106	-,386	-,946	,350

a. Dependent Variable: Ln Sales in DDDs

3.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Ln Drug price x drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747[a]	,558	,423	,057745961

a. Predictors: (Constant), Year 2015 (dummy), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Ln Drug price x drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,151	11	,014	4,129	,001[b]
	Residual	,120	36	,003		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Ln Drug price x drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,916	3,453		2,872	,007
	Ln Detailing flow (calls)	,180	,309	,907	,584	,563
	Ln Competitive detailing flow (calls)	-,019	,036	-,094	-,527	,602
	Ln Detailing stock (calls)	,155	,151	,587	1,023	,313
	Ln Average drug price per DDD	-1,704	3,248	-2,746	-,524	,603
	Ln Average competitors price per DDD	-,507	,377	-,370	-1,343	,188
	Drug age	,045	,027	8,249	1,658	,106
	Ln Drug price x Ln Detailing flow	,120	,318	1,077	,377	,709
	Ln Drug price x drug age	,035	,025	9,880	1,382	,175
	Year 2013 (dummy)	-,022	,056	-,126	-,393	,697
	Year 2014 (dummy)	-,015	,084	-,085	-,176	,861
	Year 2015 (dummy)	,383	,383	2,207	1,000	,324

a. Dependent Variable: Ln Sales in DDDs

3.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Loss of exclusivity (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966[a]	,933	,913	,104808571

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Loss of exclusivity (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,540	11	,504	45,850	,000[b]
	Residual	,395	36	,011		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Loss of exclusivity (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,594	1,848		8,440	,000
	Ln Detailing flow (calls)	-,027	,166	-,161	-,162	,873
	Ln Competitive detailing flow (calls)	,136	,080	,112	1,701	,098
	Ln Detailing stock (calls)	,052	,040	,178	1,286	,207
	Ln Average drug price per DDD	-,556	,944	-,256	-,589	,560
	Ln Average competitors price per DDD	,274	1,452	,029	,189	,851
	Drug age	-,014	,008	-,560	-1,784	,083
	Ln Drug price x Ln Detailing flow	-,026	,108	-,211	-,240	,812
	Loss of exclusivity (dummy)	-,194	,089	-,275	-2,172	,037
	Year 2013 (dummy)	,042	,114	,052	,368	,715
	Year 2014 (dummy)	,103	,187	,126	,548	,587
	Year 2015 (dummy)	-,093	,222	-,115	-,421	,676

a. Dependent Variable: Ln Sales in DDDs

3.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Drug price x Ln Detailing flow, Loss of exclusivity (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990[a]	,981	,975	,076357113

a. Predictors: (Constant), Year 2015 (dummy), Ln Drug price x Ln Detailing flow, Loss of exclusivity (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,661	11	,969	166,230	,000[b]
	Residual	,210	36	,006		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Drug price x Ln Detailing flow, Loss of exclusivity (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,411	1,049		17,553	,000
	Ln Detailing flow (calls)	-,055	,104	-,206	-,530	,599
	Ln Competitive detailing flow (calls)	-,057	,060	-,035	-,955	,346
	Ln Detailing stock (calls)	,015	,020	,030	,739	,465
	Ln Average drug price per DDD	1,268	,627	,237	2,022	,051
	Ln Average competitors price per DDD	-1,307	,716	-,134	-1,825	,076
	Drug age	-,018	,005	-,514	-3,637	,001
	Ln Drug price x Ln Detailing flow	-,053	,084	-,236	-,629	,533
	Loss of exclusivity (dummy)	-,112	,057	-,087	-1,970	,057
	Year 2013 (dummy)	-,353	,070	-,322	-5,049	,000
	Year 2014 (dummy)	-,431	,095	-,392	-4,533	,000
	Year 2015 (dummy)	-,334	,144	-,304	-2,311	,027

a. Dependent Variable: Ln Sales in DDDs

3.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Drug age, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,991[a]	,983	,976	,082753526

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Drug age, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,412	10	,941	137,438	,000[b]
	Residual	,164	24	,007		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Ln Competitive detailing flow (calls), Drug age, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,347	5,725		-,585	,564
	Ln Detailing flow (calls)	,806	,652	,529	1,236	,228
	Ln Competitive detailing flow (calls)	,150	,093	,107	1,618	,119
	Ln Detailing stock (calls)	,218	,026	,316	8,412	,000
	Ln Average drug price per DDD	-8,919	5,896	-1,408	-1,513	,143
	Ln Average competitors price per DDD	-3,187	1,212	-,134	-2,631	,015
	Drug age	,114	,042	2,199	2,736	,012
	Ln Drug price x Ln Detailing flow	,850	,690	1,160	1,233	,230
	Ln Drug price x drug age	,065	,042	1,363	1,550	,134
	Year 2014 (dummy)	,115	,091	,104	1,258	,220
	Year 2015 (dummy)	-,123	,180	-,112	-,685	,500

a. Dependent Variable: Ln Sales in DDDs

3.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,532[a]	,283	,089	,083682311

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,102	10	,010	1,458	,195[b]
	Residual	,259	37	,007		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,952	20,814		,718	,477
	Ln Detailing flow (calls)	-,035	2,595	-,177	-,014	,989
	Ln Competitive detailing flow (calls)	,110	,070	,442	1,577	,123
	Ln Detailing stock (calls)	-,133	,131	-,581	-1,014	,317
	Ln Average drug price per DDD	,043	40,499	,008	,001	,999
	Ln Average competitors price per DDD	,772	1,786	,370	,432	,668
	Drug age	,005	,006	,757	,797	,431
	Ln Drug price x Ln Detailing flow	-,106	4,962	-,214	-,021	,983
	Year 2013 (dummy)	-,122	,060	-,611	-2,031	,050
	Year 2014 (dummy)	-,099	,112	-,492	-,883	,383
	Year 2015 (dummy)	-,135	,161	-,672	-,838	,407

a. Dependent Variable: Ln Sales in DDDs

3.15. Product LI2

Correlations

		Drug age	Ln Average drug price per DDD
Drug age	Pearson Correlation	1	-,904**
	Sig. (2-tailed)		,000
	N	48	48
Ln Average drug price per DDD	Pearson Correlation	-,904**	1
	Sig. (2-tailed)	,000	
	N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,642[a]	,412	,253	,063136890

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,103	10	,010	2,593	,017[b]
	Residual	,147	37	,004		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,473	7,473		1,803	,080
	Ln Detailing flow (calls)	,006	,959	,050	,006	,995
	Ln Competitive detailing flow (calls)	,022	,050	,090	,437	,664
	Ln Detailing stock (calls)	,012	,074	,031	,159	,874
	Ln Average drug price per DDD	-1,319	11,563	-,332	-,114	,910
	Ln Average competitors price per DDD	,185	,127	1,060	1,451	,155
	Drug age	,003	,005	,589	,565	,575
	Ln Drug price x Ln Detailing flow	,013	1,509	,083	,009	,993
	Year 2013 (dummy)	-,023	,056	-,138	-,410	,684
	Year 2014 (dummy)	-,031	,085	-,186	-,365	,717
	Year 2015 (dummy)	-,071	,111	-,425	-,642	,525

a. Dependent Variable: Ln Sales in DDDs

3.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,669[a]	,447	,278	,061275783

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,109	11	,010	2,646	,014[b]
	Residual	,135	36	,004		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,462	10,192		1,713	,095
	Ln Detailing flow (calls)	-,578	1,048	-3,009	-,551	,585
	Ln Competitive detailing flow (calls)	,143	,079	,699	1,800	,080
	Ln Detailing stock (calls)	,092	,088	,293	1,055	,299
	Ln Average drug price per DDD	9,332	19,754	2,324	,472	,639
	Ln Average competitors price per DDD	-,628	1,043	-,267	-,602	,551
	Drug age	-,028	,044	-5,347	-,627	,535
	Ln Drug price x Ln Detailing flow	-1,078	2,038	-2,662	-,529	,600
	Ln Drug price x drug age	-,045	,083	-5,576	-,541	,592
	Year 2013 (dummy)	-,011	,057	-,065	-,187	,853
	Year 2014 (dummy)	,058	,083	,349	,690	,495
	Year 2015 (dummy)	,059	,105	,358	,561	,579

a. Dependent Variable: Ln Sales in DDDs

3.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,961[a]	,923	,905	,065113109

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,941	9	,216	50,863	,000[b]
	Residual	,161	38	,004		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-34,983	23,738		-1,474	,149
	Ln Competitive detailing flow (calls)	,015	,062	,026	,236	,814
	Ln Detailing stock (calls)	,035	,132	,044	,264	,793
	Ln Average drug price per DDD	-71,746	36,366	-,427	-1,973	,056
	Ln Average competitors price per DDD	-,767	,993	-,082	-,772	,445
	Drug age	,009	,006	,593	1,464	,151
	Ln Drug price x Ln Detailing flow	-,077	,081	-,081	-,957	,345
	Year 2013 (dummy)	,060	,043	,125	1,404	,169
	Year 2014 (dummy)	,007	,080	,015	,090	,928
	Year 2015 (dummy)	,009	,106	,018	,084	,934

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Ln Detailing flow (calls)	-95,900[b]	-3,364	,002	-,484	1,952E-6
	Ln Drug price x drug age	132,351[b]	3,388	,002	,487	1,036E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,961[a]	,923	,905	,065113109

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,941	9	,216	50,863	,000[b]
	Residual	,161	38	,004		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-34,983	23,738		-1,474	,149
	Ln Competitive detailing flow (calls)	,015	,062	,026	,236	,814
	Ln Detailing stock (calls)	,035	,132	,044	,264	,793
	Ln Average drug price per DDD	-71,746	36,366	-,427	-1,973	,056
	Ln Average competitors price per DDD	-,767	,993	-,082	-,772	,445
	Drug age	,009	,006	,593	1,464	,151
	Ln Drug price x Ln Detailing flow	-,077	,081	-,081	-,957	,345
	Year 2013 (dummy)	,060	,043	,125	1,404	,169
	Year 2014 (dummy)	,007	,080	,015	,090	,928
	Year 2015 (dummy)	,009	,106	,018	,084	,934

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Ln Detailing flow (calls)	-95,900[b]	-3,364	,002	-,484	1,952E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Drug price x drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,957[a]	,915	,898	,067577777

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Drug price x drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,924	8	,240	52,658	,000[b]
	Residual	,178	39	,005		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Drug price x drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,776	1,471		8,003	,000
	Ln Competitive detailing flow (calls)	-,007	,064	-,012	-,110	,913
	Ln Detailing stock (calls)	,075	,135	,095	,555	,582
	Ln Average competitors price per DDD	-,757	1,030	-,081	-,735	,467
	Ln Drug price x Ln Detailing flow	-,115	,081	-,120	-1,415	,165
	Ln Drug price x drug age	-,026	,007	-1,138	-3,731	,001
	Year 2013 (dummy)	,055	,044	,113	1,233	,225
	Year 2014 (dummy)	-,030	,081	-,061	-,368	,715
	Year 2015 (dummy)	-,035	,107	-,073	-,332	,741

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Ln Detailing flow (calls)	-11,574[b]	-2,466	,018	-,371	8,723E-5
	Drug age	86,668[b]	2,119	,041	,325	1,192E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Drug price x drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,957[a]	,915	,898	,067677091

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,923	8	,240	52,489	,000[b]
	Residual	,179	39	,005		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,792	1,476		7,990	,000
	Ln Detailing flow (calls)	,074	,054	,121	1,372	,178
	Ln Competitive detailing flow (calls)	-,006	,064	-,011	-,099	,922
	Ln Detailing stock (calls)	,074	,135	,094	,547	,587
	Ln Average competitors price per DDD	-,752	1,032	-,080	-,729	,470
	Ln Drug price x drug age	-,026	,007	-1,142	-3,725	,001
	Year 2013 (dummy)	,055	,044	,113	1,232	,225
	Year 2014 (dummy)	-,029	,081	-,061	-,363	,719
	Year 2015 (dummy)	-,036	,107	-,075	-,338	,737

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Drug age	85,617[b]	2,090	,043	,321	1,195E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,957[a]	,915	,898	,067584353

a. Predictors: (Constant), Year 2015 (dummy), Year 2014 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive detailing flow (calls), Ln Detailing stock (calls), Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,781	1,473		7,997	,000
	Ln Detailing flow (calls)	,074	,054	,122	1,384	,174
	Ln Competitive detailing flow (calls)	-,006	,064	-,011	-,099	,921
	Ln Detailing stock (calls)	,075	,135	,095	,553	,583
	Ln Average competitors price per DDD	-,743	1,031	-,079	-,721	,475
	Drug age	,017	,005	1,147	3,744	,001
	Year 2013 (dummy)	,054	,045	,111	1,205	,235
	Year 2014 (dummy)	-,031	,081	-,064	-,385	,703
	Year 2015 (dummy)	-,038	,107	-,078	-,351	,727

a. Dependent Variable: Ln Sales in DDDs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ln Average drug price per DDD	48	-,662149	-,657012	-,65988440	,001260072
Valid N (listwise)	48				

3.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873[a]	,762	,690	,067247667

a. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,522	11	,047	10,492	,000[b]
	Residual	,163	36	,005		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Competitive detailing flow (calls), Year 2014 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2013 (dummy), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,936	5,444		3,111	,004
	Ln Detailing flow (calls)	-,251	,484	-1,137	-,519	,607
	Ln Competitive detailing flow (calls)	,032	,043	,135	,759	,453
	Ln Detailing stock (calls)	,277	,117	1,074	2,362	,024
	Ln Average drug price per DDD	-12,897	7,173	-7,377	-1,798	,081
	Ln Average competitors price per DDD	,752	,252	2,615	2,988	,005
	Drug age	-,108	,038	-12,552	-2,850	,007
	Ln Drug price x Ln Detailing flow	,452	,709	3,239	,638	,528
	Ln Drug price x drug age	,193	,052	11,691	3,692	,001
	Year 2013 (dummy)	-,057	,109	-,206	-,522	,605
	Year 2014 (dummy)	-,169	,111	-,613	-1,524	,136
	Year 2015 (dummy)	-,207	,138	-,750	-1,497	,143

a. Dependent Variable: Ln Sales in DDDs

4. Model 4 - Windmeijer et al (06)

4.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,079762505

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,261	18	5,459	858,048	,000[b]
	Residual	,184	29	,006		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,153	9,743		1,350	,187
	Ln Sales in DDDs lagged one period	,184	,156	,185	1,179	,248
	Ln Sales in DDDs lagged two periods	,106	,131	,106	,808	,426
	Ln Global marketing expenditures flow	,026	,065	,008	,391	,699
	Ln Competitive global marketing expenditures flow	,061	,047	,016	1,311	,200
	Ln Global marketing expenditures stock	-,840	,734	-,223	-1,143	,262
	Ln Competitive global marketing expenditures stock	,313	,142	,053	2,205	,036
	Ln Average competitors price per DDD	-11,549	8,909	-1,006	-1,296	,205
	Drug age	,027	,032	,257	,838	,409
	Drug age^2	-6,343E-5	,000	-,075	-,344	,733
	Ln Global marketing expenditures stock x Ln Average drug price	-,006	,017	-,018	-,343	,734
	Ln Global marketing expenditures stock x Ln Average competitors price	,796	,706	,698	1,127	,269
	Public reimbursement (dummy)	,349	,136	,117	2,563	,016
	Quarter 2 (dummy)	,062	,067	,019	,923	,363
	Quarter 3 (dummy)	,157	,107	,047	1,469	,153
	Quarter 4 (dummy)	,280	,152	,085	1,840	,076
	Year 2013 (dummy)	,274	,198	,083	1,385	,177
	Year 2014 (dummy)	,605	,395	,183	1,531	,137
	Year 2015 (dummy)	1,038	,582	,314	1,783	,085

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	3,534[b]	1,390	,175	,254	9,689E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Public reimbursement (dummy), Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Average drug price per DDD

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,973[a]	,946	,944	,088143584

a. Predictors: (Constant), Public reimbursement (dummy), Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,172	2	3,086	397,201	,000[b]
	Residual	,350	45	,008		
	Total	6,522	47			

a. Dependent Variable: Ln Average drug price per DDD

b. Predictors: (Constant), Public reimbursement (dummy), Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,702	,152		-4,604	,000
	Ln Average competitors price per DDD	1,991	,137	,674	14,524	,000
	Public reimbursement (dummy)	-,296	,036	-,384	-8,267	,000

a. Dependent Variable: Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,081149588

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,255	18	5,459	828,911	,000[b]
	Residual	,191	29	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,148	4,714		,880	,386
	Ln Sales in DDDs lagged one period	,208	,158	,209	1,315	,199
	Ln Sales in DDDs lagged two periods	,104	,138	,104	,756	,456
	Ln Global marketing expenditures flow	,020	,068	,006	,288	,775
	Ln Competitive global marketing expenditures flow	,066	,048	,018	1,387	,176
	Ln Global marketing expenditures stock	-,148	,332	-,039	-,447	,658
	Ln Competitive global marketing expenditures stock	,324	,146	,055	2,222	,034
	Ln Average drug price per DDD	-2,506	3,131	-,645	-,800	,430
	Drug age	,026	,034	,247	,761	,453
	Drug age^2	-7,289E-5	,000	-,086	-,386	,702
	Ln Global marketing expenditures stock x Ln Average drug price	,189	,253	,581	,746	,461
	Ln Global marketing expenditures stock x Ln Average competitors price	-,113	,050	-,099	-2,274	,031
	Public reimbursement (dummy)	,367	,177	,123	2,074	,047
	Quarter 2 (dummy)	,061	,069	,018	,881	,386
	Quarter 3 (dummy)	,156	,109	,047	1,428	,164
	Quarter 4 (dummy)	,278	,156	,084	1,779	,086
	Year 2013 (dummy)	,263	,205	,079	1,282	,210
	Year 2014 (dummy)	,547	,400	,166	1,369	,181
	Year 2015 (dummy)	,970	,592	,293	1,639	,112

a. Dependent Variable: Ln Sales in DDDs

4.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,983	,073329226

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,811	17	,871	162,021	,000[b]
	Residual	,161	30	,005		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,338	2,974		1,795	,083
	Ln Sales in DDDs lagged one period	-,126	,154	-,135	-,821	,418
	Ln Sales in DDDs lagged two periods	,255	,173	,290	1,473	,151
	Ln Global marketing expenditures flow	,067	,054	,038	1,250	,221
	Ln Competitive global marketing expenditures flow	,037	,056	,036	,660	,515
	Ln Global marketing expenditures stock	,166	,183	,047	,907	,372
	Ln Competitive global marketing expenditures stock	,037	,099	,037	,373	,712
	Ln Average drug price per DDD	-,346	,543	-,074	-,636	,529
	Ln Average competitors price per DDD	-,195	,193	-,128	-1,011	,320
	Drug age	,076	,049	1,882	1,553	,131
	Drug age^2	-,001	,000	-2,034	-2,476	,019
	Public reimbursement (dummy)	-,211	,092	-,180	-2,289	,029
	Quarter 2 (dummy)	,067	,065	,052	1,040	,307
	Quarter 3 (dummy)	,225	,101	,174	2,219	,034
	Quarter 4 (dummy)	,354	,146	,275	2,431	,021
	Year 2013 (dummy)	,363	,198	,281	1,836	,076
	Year 2014 (dummy)	,818	,380	,634	2,153	,040
	Year 2015 (dummy)	1,253	,572	,971	2,191	,036

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	1,981[b]	,459	,650	,085	1,982E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	4,012[b]	,968	,341	,177	2,096E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	1,981[b]	,459	,650	,085	1,982E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	4,012[b]	,968	,341	,177	2,096E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,014318747

a. Predictors: (Constant), Ln Average drug price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141,327	2	70,664	344655,519	,000[b]
	Residual	,009	45	,000		
	Total	141,336	47			

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average drug price

b. Predictors: (Constant), Ln Average drug price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-13,465	,242		-55,673	,000
	Ln Global marketing expenditures stock	1,012	,020	,093	51,061	,000
	Ln Average drug price per DDD	13,311	,026	,929	511,415	,000

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average drug price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,983	,073329226

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,811	17	,871	162,021	,000[b]
	Residual	,161	30	,005		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,338	2,974		1,795	,083
	Ln Sales in DDDs lagged one period	-,126	,154	-,135	-,821	,418
	Ln Sales in DDDs lagged two periods	,255	,173	,290	1,473	,151
	Ln Global marketing expenditures flow	,067	,054	,038	1,250	,221
	Ln Competitive global marketing expenditures flow	,037	,056	,036	,660	,515
	Ln Global marketing expenditures stock	,166	,183	,047	,907	,372
	Ln Competitive global marketing expenditures stock	,037	,099	,037	,373	,712
	Ln Average drug price per DDD	-,346	,543	-,074	-,636	,529
	Ln Average competitors price per DDD	-,195	,193	-,128	-1,011	,320
	Drug age	,076	,049	1,882	1,553	,131
	Drug age^2	-,001	,000	-2,034	-2,476	,019
	Public reimbursement (dummy)	-,211	,092	-,180	-2,289	,029
	Quarter 2 (dummy)	,067	,065	,052	1,040	,307
	Quarter 3 (dummy)	,225	,101	,174	2,219	,034
	Quarter 4 (dummy)	,354	,146	,275	2,431	,021
	Year 2013 (dummy)	,363	,198	,281	1,836	,076
	Year 2014 (dummy)	,818	,380	,634	2,153	,040
	Year 2015 (dummy)	1,253	,572	,971	2,191	,036

a. Dependent Variable: Ln Sales in DDDs

4.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,999	,069304924

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,247	14	4,946	1029,775	,000[b]
	Residual	,014	3	,005		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-15,448	12,784		-1,208	,313
	Ln Sales in DDDs lagged one period	-,044	,057	-,073	-,773	,496
	Ln Sales in DDDs lagged two periods	,108	,035	,219	3,070	,055
	Ln Global marketing expenditures flow	,142	,134	,025	1,056	,368
	Ln Competitive global marketing expenditures flow	,069	,196	,007	,354	,747
	Ln Global marketing expenditures stock	,720	,560	,204	1,286	,289
	Ln Competitive global marketing expenditures stock	1,130	,986	,046	1,146	,335
	Drug age^2	,001	,000	,213	2,204	,115
	Ln Global marketing expenditures stock x Ln Average drug price	-,015	,128	-,003	-,119	,913
	Ln Global marketing expenditures stock x Ln Average competitors price	-,688	,493	-,087	-1,396	,257
	Public reimbursement (dummy)	5,127	,407	,599	12,598	,001
	Quarter 2 (dummy)	-,025	,113	-,005	-,217	,842
	Quarter 3 (dummy)	,061	,170	,015	,359	,743
	Quarter 4 (dummy)	-,041	,230	-,010	-,180	,869
	Year 2015 (dummy)	,179	,295	,043	,606	,587

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-10,501[b]	-,761	,526	-,474	4,238E-7
	Ln Average competitors price per DDD	-14,230[b]	-1,279	,329	-,671	4,623E-7
	Drug age	1,952[b]	,463	,689	,311	5,295E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Drug age^2[b]	.	Enter

a. Dependent Variable: Drug age

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,996	,329492559

a. Predictors: (Constant), Drug age^2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482,763	1	482,763	4446,750	,000[b]
	Residual	1,737	16	,109		
	Total	484,500	17			

a. Dependent Variable: Drug age

b. Predictors: (Constant), Drug age^2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,971	,303		62,612	,000
	Drug age^2	,013	,000	,998	66,684	,000

a. Dependent Variable: Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,999	,068552600

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,247	14	4,946	1052,506	,000[b]
	Residual	,014	3	,005		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-15,665	12,673		-1,236	,304
	Ln Sales in DDDs lagged one period	-,045	,057	-,073	-,788	,488
	Ln Sales in DDDs lagged two periods	,098	,034	,199	2,872	,064
	Ln Global marketing expenditures flow	,138	,133	,025	1,042	,374
	Ln Competitive global marketing expenditures flow	,064	,193	,007	,333	,761
	Ln Global marketing expenditures stock	,700	,559	,198	1,253	,299
	Ln Competitive global marketing expenditures stock	,967	,943	,039	1,025	,381
	Drug age	,088	,039	,232	2,243	,111
	Ln Global marketing expenditures stock x Ln Average drug price	-,002	,129	,000	-,013	,990
	Ln Global marketing expenditures stock x Ln Average competitors price	-,599	,514	-,076	-1,164	,328
	Public reimbursement (dummy)	5,134	,404	,600	12,720	,001
	Quarter 2 (dummy)	-,016	,111	-,003	-,147	,893
	Quarter 3 (dummy)	,071	,168	,017	,426	,699
	Quarter 4 (dummy)	-,018	,223	-,004	-,079	,942
	Year 2015 (dummy)	,183	,291	,044	,630	,573

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-11,676[b]	-,864	,479	-,521	4,057E-7
	Ln Average competitors price per DDD	-16,205[b]	-1,586	,254	-,746	4,317E-7

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Average drug price per DDD, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average drug price

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,991	,989	,042748327

a. Predictors: (Constant), Ln Average drug price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,863	2	1,431	783,264	,000[b]
	Residual	,027	15	,002		
	Total	2,890	17			

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average drug price

b. Predictors: (Constant), Ln Average drug price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-10,329	,612		-16,886	,000
	Ln Global marketing expenditures stock	,892	,030	1,238	29,376	,000
	Ln Average drug price per DDD	11,536	,293	1,661	39,400	,000

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average drug price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	,999	,068176861

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,247	14	4,946	1064,142	,000[b]
	Residual	,014	3	,005		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Quarter 4 (dummy), Quarter 2 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Global marketing expenditures stock, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-8,945	16,413		-,545	,624
	Ln Sales in DDDs lagged one period	-,048	,057	-,079	-,843	,461
	Ln Sales in DDDs lagged two periods	,093	,034	,188	2,722	,072
	Ln Global marketing expenditures flow	,136	,132	,024	1,024	,381
	Ln Competitive global marketing expenditures flow	,068	,192	,007	,356	,746
	Ln Global marketing expenditures stock	,171	,446	,048	,383	,727
	Ln Competitive global marketing expenditures stock	,974	,938	,040	1,039	,375
	Ln Average drug price per DDD	-,003	1,642	,000	-,002	,999
	Ln Average competitors price per DDD	-7,656	6,413	-,161	-1,194	,318
	Drug age	,089	,038	,236	2,370	,098
	Public reimbursement (dummy)	5,069	,474	,592	10,694	,002
	Quarter 2 (dummy)	-,013	,109	-,003	-,122	,911
	Quarter 3 (dummy)	,075	,165	,018	,456	,680
	Quarter 4 (dummy)	-,014	,222	-,003	-,065	,953
	Year 2015 (dummy)	,188	,288	,045	,654	,560

a. Dependent Variable: Ln Sales in DDDs

4.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Average drug price per DDD, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,888[a]	,789	,680	,048335225

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Average drug price per DDD, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,271	16	,017	7,250	,000[b]
	Residual	,072	31	,002		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Average drug price per DDD, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,260	6,262		3,076	,004
	Ln Sales in DDDs lagged one period	-,463	,157	-,461	-2,957	,006
	Ln Sales in DDDs lagged two periods	,193	,199	,202	,969	,340
	Ln Global marketing expenditures flow	,032	,043	,099	,740	,465
	Ln Competitive global marketing expenditures flow	-,032	,066	-,087	-,480	,634
	Ln Global marketing expenditures stock	,132	,191	,140	,693	,493
	Ln Competitive global marketing expenditures stock	,010	,168	,020	,062	,951
	Ln Average drug price per DDD	6,519	4,675	2,918	1,394	,173
	Ln Average competitors price per DDD	-15,643	12,419	-4,906	-1,260	,217
	Drug age	,005	,019	,739	,233	,817
	Drug age^2	,000	,000	-6,063	-2,576	,015
	Quarter 2 (dummy)	,189	,045	,965	4,156	,000
	Quarter 3 (dummy)	,290	,067	1,484	4,357	,000
	Quarter 4 (dummy)	,422	,101	2,159	4,173	,000
	Year 2013 (dummy)	,437	,144	2,237	3,042	,005
	Year 2014 (dummy)	,451	,427	2,308	1,056	,299
	Year 2015 (dummy)	,921	,536	4,712	1,717	,096

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	16,958[b]	,606	,549	,110	8,880E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	27,849[b]	1,063	,296	,191	9,874E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Average drug price per DDD, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

4.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,886[a]	,785	,674	,041938730

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,199	16	,012	7,074	,000[b]
	Residual	,055	31	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,719	5,216		5,314	,000
	Ln Sales in DDDs lagged one period	-,512	,142	-,502	-3,597	,001
	Ln Sales in DDDs lagged two periods	-,084	,184	-,085	-,458	,650
	Ln Global marketing expenditures flow	,021	,055	,092	,373	,712
	Ln Competitive global marketing expenditures flow	-,006	,053	-,018	-,119	,906
	Ln Global marketing expenditures stock	-,210	,110	-,766	-1,910	,065
	Ln Competitive global marketing expenditures stock	,145	,165	,230	,881	,385
	Ln Average drug price per DDD	-17,215	9,166	-5,804	-1,878	,070
	Ln Average competitors price per DDD	3,977	2,459	1,749	1,618	,116
	Drug age	-,003	,015	-,573	-,197	,845
	Drug age^2	,000	,000	-5,011	-2,308	,028
	Quarter 2 (dummy)	,103	,040	,616	2,604	,014
	Quarter 3 (dummy)	,233	,061	1,386	3,812	,001
	Quarter 4 (dummy)	,328	,090	1,954	3,657	,001
	Year 2013 (dummy)	,337	,129	2,006	2,616	,014
	Year 2014 (dummy)	,165	,316	,985	,523	,605
	Year 2015 (dummy)	,470	,401	2,802	1,172	,250

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-23,041[b]	-,721	,477	-,130	6,893E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-27,884[b]	-,921	,365	-,166	7,597E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,886[a]	,785	,674	,041938730

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,199	16	,012	7,074	,000[b]
	Residual	,055	31	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,719	5,216		5,314	,000
	Ln Sales in DDDs lagged one period	-,512	,142	-,502	-3,597	,001
	Ln Sales in DDDs lagged two periods	-,084	,184	-,085	-,458	,650
	Ln Global marketing expenditures flow	,021	,055	,092	,373	,712
	Ln Competitive global marketing expenditures flow	-,006	,053	-,018	-,119	,906
	Ln Global marketing expenditures stock	-,210	,110	-,766	-1,910	,065
	Ln Competitive global marketing expenditures stock	,145	,165	,230	,881	,385
	Ln Average drug price per DDD	-17,215	9,166	-5,804	-1,878	,070
	Ln Average competitors price per DDD	3,977	2,459	1,749	1,618	,116
	Drug age	-,003	,015	-,573	-,197	,845
	Drug age^2	,000	,000	-5,011	-2,308	,028
	Quarter 2 (dummy)	,103	,040	,616	2,604	,014
	Quarter 3 (dummy)	,233	,061	1,386	3,812	,001
	Quarter 4 (dummy)	,328	,090	1,954	3,657	,001
	Year 2013 (dummy)	,337	,129	2,006	2,616	,014
	Year 2014 (dummy)	,165	,316	,985	,523	,605
	Year 2015 (dummy)	,470	,401	2,802	1,172	,250

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-23,041[b]	-,721	,477	-,130	6,893E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,886[a]	,785	,674	,041938730

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,199	16	,012	7,074	,000[b]
	Residual	,055	31	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

4.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,940[a]	,884	,824	,039969229

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,377	16	,024	14,743	,000[b]
	Residual	,050	31	,002		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,276	4,775		3,408	,002
	Ln Sales in DDDs lagged one period	-,496	,157	-,524	-3,162	,003
	Ln Sales in DDDs lagged two periods	,041	,179	,047	,232	,818
	Ln Global marketing expenditures flow	-,075	,036	-,201	-2,093	,045
	Ln Competitive global marketing expenditures flow	,131	,054	,338	2,425	,021
	Ln Global marketing expenditures stock	,103	,107	,111	,960	,344
	Ln Competitive global marketing expenditures stock	-6,063E-6	,176	,000	,000	1,000
	Ln Average drug price per DDD	3,299	5,914	,865	,558	,581
	Ln Average competitors price per DDD	-,373	2,025	-,121	-,184	,855
	Drug age	,013	,018	1,927	,741	,464
	Drug age^2	,000	,000	-4,477	-2,609	,014
	Quarter 2 (dummy)	,125	,036	,575	3,452	,002
	Quarter 3 (dummy)	,209	,055	,961	3,806	,001
	Quarter 4 (dummy)	,303	,080	1,393	3,783	,001
	Year 2013 (dummy)	,337	,114	1,546	2,950	,006
	Year 2014 (dummy)	,764	,302	3,509	2,528	,017
	Year 2015 (dummy)	1,130	,397	5,193	2,847	,008

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-6,953[b]	-,553	,584	-,100	2,425E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	-8,595[b]	-,717	,479	-,130	2,651E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

4.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,988[a]	,976	,957	,169023609

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,584	14	1,470	51,463	,000[b]
	Residual	,514	18	,029		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,859	48,887		,406	,689
	Ln Sales in DDDs lagged one period	,020	,042	,056	,468	,645
	Ln Sales in DDDs lagged two periods	-,017	,031	-,064	-,542	,594
	Ln Global marketing expenditures flow	,180	,157	,101	1,144	,268
	Ln Competitive global marketing expenditures flow	,148	,172	,065	,862	,400
	Ln Competitive global marketing expenditures stock	,657	,451	,248	1,456	,163
	Ln Average competitors price per DDD	-164,797	246,168	-,144	-,669	,512
	Drug age	,191	,090	2,273	2,114	,049
	Drug age^2	-,002	,001	-1,464	-1,664	,113
	Ln Global marketing expenditures stock x Ln Average competitors price	2,781	1,948	,237	1,427	,171
	Quarter 2 (dummy)	,146	,166	,081	,880	,390
	Quarter 3 (dummy)	,550	,256	,306	2,146	,046
	Quarter 4 (dummy)	,581	,358	,323	1,621	,122
	Year 2014 (dummy)	,602	,610	,362	,987	,337
	Year 2015 (dummy)	1,135	,979	,683	1,159	,261

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	-39,947[b]	-,862	,401	-,205	6,398E-7
	Ln Global marketing expenditures stock x Ln Average drug price	-39,788[b]	-,857	,404	-,203	6,372E-7

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,988[a]	,976	,957	,169023609

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,584	14	1,470	51,463	,000[b]
	Residual	,514	18	,029		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,859	48,887		,406	,689
	Ln Sales in DDDs lagged one period	,020	,042	,056	,468	,645
	Ln Sales in DDDs lagged two periods	-,017	,031	-,064	-,542	,594
	Ln Global marketing expenditures flow	,180	,157	,101	1,144	,268
	Ln Competitive global marketing expenditures flow	,148	,172	,065	,862	,400
	Ln Competitive global marketing expenditures stock	,657	,451	,248	1,456	,163
	Ln Average competitors price per DDD	-164,797	246,168	-,144	-,669	,512
	Drug age	,191	,090	2,273	2,114	,049
	Drug age^2	-,002	,001	-1,464	-1,664	,113
	Ln Global marketing expenditures stock x Ln Average competitors price	2,781	1,948	,237	1,427	,171
	Quarter 2 (dummy)	,146	,166	,081	,880	,390
	Quarter 3 (dummy)	,550	,256	,306	2,146	,046
	Quarter 4 (dummy)	,581	,358	,323	1,621	,122
	Year 2014 (dummy)	,602	,610	,362	,987	,337
	Year 2015 (dummy)	1,135	,979	,683	1,159	,261

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	-39,947[b]	-,862	,401	-,205	6,398E-7

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,000191721

a. Predictors: (Constant), Ln Average competitors price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,153	2	,077	2082150,142	,000[b]
	Residual	,000	30	,000		
	Total	,153	32			

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

b. Predictors: (Constant), Ln Average competitors price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,592	,011		-245,957	,000
	Ln Global marketing expenditures stock	,198	,000	1,037	1993,107	,000
	Ln Average competitors price per DDD	13,118	,051	,134	258,069	,000

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,988[a]	,976	,957	,169067249

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,583	14	1,470	51,436	,000[b]
	Residual	,515	18	,029		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,687	48,138		,264	,795
	Ln Sales in DDDs lagged one period	,020	,042	,056	,467	,646
	Ln Sales in DDDs lagged two periods	-,017	,031	-,064	-,542	,594
	Ln Global marketing expenditures flow	,180	,157	,101	1,143	,268
	Ln Competitive global marketing expenditures flow	,148	,172	,065	,860	,401
	Ln Global marketing expenditures stock	,548	,385	,245	1,424	,172
	Ln Competitive global marketing expenditures stock	,656	,452	,248	1,453	,163
	Ln Average competitors price per DDD	-128,381	240,675	-,112	-,533	,600
	Drug age	,191	,090	2,278	2,120	,048
	Drug age^2	-,002	,001	-1,469	-1,673	,112
	Quarter 2 (dummy)	,146	,166	,081	,880	,390
	Quarter 3 (dummy)	,550	,256	,306	2,145	,046
	Quarter 4 (dummy)	,581	,358	,323	1,620	,123
	Year 2014 (dummy)	,600	,610	,361	,984	,338
	Year 2015 (dummy)	1,133	,980	,682	1,157	,262

a. Dependent Variable: Ln Sales in DDDs

4.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753[a]	,567	,343	,047866709

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,093	16	,006	2,533	,013[b]
	Residual	,071	31	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,357	4,817		3,188	,003
	Ln Sales in DDDs lagged one period	-,422	,163	-,411	-2,593	,014
	Ln Sales in DDDs lagged two periods	-,112	,183	-,111	-,610	,546
	Ln Global marketing expenditures flow	,047	,032	,259	1,491	,146
	Ln Competitive global marketing expenditures flow	,034	,055	,138	,614	,543
	Ln Global marketing expenditures stock	,160	,144	,422	1,114	,274
	Ln Competitive global marketing expenditures stock	,234	,225	,678	1,040	,306
	Drug age	-,010	,014	-2,267	-,669	,509
	Drug age^2	2,420E-5	,000	,595	,239	,813
	Ln Global marketing expenditures stock x Ln Average drug price	-,377	,567	-1,761	-,665	,511
	Ln Global marketing expenditures stock x Ln Average competitors price	,000	,252	,002	,001	,999
	Quarter 2 (dummy)	,034	,042	,251	,806	,426
	Quarter 3 (dummy)	,099	,064	,736	1,553	,131
	Quarter 4 (dummy)	,131	,094	,970	1,388	,175
	Year 2013 (dummy)	,090	,127	,666	,707	,485
	Year 2014 (dummy)	,038	,287	,280	,132	,896
	Year 2015 (dummy)	,163	,393	1,209	,416	,681

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-21,506[b]	-1,434	,162	-,253	6,015E-5
	Ln Average competitors price per DDD	-31,910[b]	-2,192	,036	-,372	5,876E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,003757211

a. Predictors: (Constant), Ln Average competitors price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,050	2	2,525	178852,601	,000[b]
	Residual	,001	45	,000		
	Total	5,050	47			

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

b. Predictors: (Constant), Ln Average competitors price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,272	,055		-59,606	,000
	Ln Global marketing expenditures stock	,272	,004	,129	64,417	,000
	Ln Average competitors price per DDD	12,036	,023	1,065	532,410	,000

a. Dependent Variable: Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753[a]	,567	,344	,047837609

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,093	16	,006	2,538	,013[b]
	Residual	,071	31	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,666	5,006		3,130	,004
	Ln Sales in DDDs lagged one period	-,422	,163	-,412	-2,595	,014
	Ln Sales in DDDs lagged two periods	-,114	,183	-,114	-,623	,538
	Ln Global marketing expenditures flow	,046	,032	,251	1,441	,159
	Ln Competitive global marketing expenditures flow	,035	,055	,142	,632	,532
	Ln Global marketing expenditures stock	,132	,190	,347	,695	,492
	Ln Competitive global marketing expenditures stock	,228	,224	,659	1,015	,318
	Ln Average competitors price per DDD	-,576	2,964	-,283	-,194	,847
	Drug age	-,011	,014	-2,498	-,739	,466
	Drug age^2	3,604E-5	,000	,887	,359	,722
	Ln Global marketing expenditures stock x Ln Average drug price	-,280	,554	-1,307	-,505	,617
	Quarter 2 (dummy)	,032	,042	,238	,766	,450
	Quarter 3 (dummy)	,096	,064	,712	1,503	,143
	Quarter 4 (dummy)	,127	,094	,943	1,354	,186
	Year 2013 (dummy)	,086	,127	,640	,680	,501
	Year 2014 (dummy)	,056	,287	,418	,197	,845
	Year 2015 (dummy)	,181	,393	1,338	,460	,649

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-21,693[b]	-1,400	,172	-,248	5,642E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,756[a]	,571	,350	,047597645

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,094	16	,006	2,584	,011[b]
	Residual	,070	31	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,833	4,999		3,367	,002
	Ln Sales in DDDs lagged one period	-,425	,162	-,414	-2,625	,013
	Ln Sales in DDDs lagged two periods	-,111	,182	-,110	-,607	,548
	Ln Global marketing expenditures flow	,047	,032	,255	1,480	,149
	Ln Competitive global marketing expenditures flow	,033	,055	,136	,610	,546
	Ln Global marketing expenditures stock	,050	,098	,132	,510	,613
	Ln Competitive global marketing expenditures stock	,239	,224	,691	1,065	,295
	Ln Average drug price per DDD	-5,274	6,977	-2,192	-,756	,455
	Ln Average competitors price per DDD	,212	3,106	,104	,068	,946
	Drug age	-,010	,014	-2,280	-,675	,504
	Drug age^2	2,202E-5	,000	,542	,217	,830
	Quarter 2 (dummy)	,033	,042	,243	,786	,438
	Quarter 3 (dummy)	,099	,064	,732	1,552	,131
	Quarter 4 (dummy)	,132	,094	,980	1,408	,169
	Year 2013 (dummy)	,089	,126	,661	,705	,486
	Year 2014 (dummy)	,021	,285	,155	,073	,942
	Year 2015 (dummy)	,150	,388	1,112	,386	,702

a. Dependent Variable: Ln Sales in DDDs

4.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,961[a]	,923	,880	,039413835

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,560	17	,033	21,194	,000[b]
	Residual	,047	30	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,878	4,369		6,380	,000
	Ln Sales in DDDs lagged one period	-,760	,147	-,752	-5,183	,000
	Ln Sales in DDDs lagged two periods	-,153	,179	-,159	-,858	,398
	Ln Global marketing expenditures flow	,002	,018	,013	,128	,899
	Ln Competitive global marketing expenditures flow	-,053	,030	-,154	-1,779	,085
	Ln Competitive global marketing expenditures stock	-,022	,050	-,039	-,439	,664
	Ln Average drug price per DDD	5,345	6,087	1,266	,878	,387
	Ln Average competitors price per DDD	-3,072	4,225	-1,999	-,727	,473
	Drug age	,017	,018	2,134	,968	,341
	Drug age^2	,000	,000	-3,464	-2,015	,053
	Ln Global marketing expenditures stock x Ln Average drug price	-,457	,490	-,993	-,932	,359
	Ln Global marketing expenditures stock x Ln Average competitors price	,237	,343	1,707	,691	,495
	Quarter 2 (dummy)	,107	,037	,411	2,869	,007
	Quarter 3 (dummy)	,170	,056	,653	3,017	,005
	Quarter 4 (dummy)	,266	,085	1,025	3,135	,004
	Year 2013 (dummy)	,290	,118	1,119	2,459	,020
	Year 2014 (dummy)	,628	,223	2,420	2,818	,008
	Year 2015 (dummy)	,947	,331	3,647	2,860	,008

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	4,618[b]	,350	,729	,065	1,515E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,961[a]	,923	,880	,039357815

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,560	17	,033	21,260	,000[b]
	Residual	,046	30	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,962	6,445		3,563	,001
	Ln Sales in DDDs lagged one period	-,764	,147	-,756	-5,203	,000
	Ln Sales in DDDs lagged two periods	-,163	,179	-,168	-,910	,370
	Ln Global marketing expenditures flow	,003	,018	,015	,146	,885
	Ln Competitive global marketing expenditures flow	-,053	,030	-,156	-1,795	,083
	Ln Global marketing expenditures stock	,418	,427	2,023	,979	,336
	Ln Competitive global marketing expenditures stock	-,015	,047	-,027	-,323	,749
	Ln Average drug price per DDD	,068	2,445	,016	,028	,978
	Ln Average competitors price per DDD	-3,451	4,413	-2,245	-,782	,440
	Drug age	,021	,019	2,618	1,124	,270
	Drug age^2	,000	,000	-3,876	-2,085	,046
	Ln Global marketing expenditures stock x Ln Average competitors price	,268	,359	1,932	,748	,461
	Quarter 2 (dummy)	,107	,037	,411	2,875	,007
	Quarter 3 (dummy)	,170	,056	,657	3,036	,005
	Quarter 4 (dummy)	,264	,085	1,017	3,119	,004
	Year 2013 (dummy)	,285	,118	1,099	2,421	,022
	Year 2014 (dummy)	,624	,222	2,404	2,805	,009
	Year 2015 (dummy)	,937	,331	3,609	2,831	,008

a. Dependent Variable: Ln Sales in DDDs

4.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878[a]	,771	,653	,044797597

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,209	16	,013	6,518	,000[b]
	Residual	,062	31	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,378	5,118		3,982	,000
	Ln Sales in DDDs lagged one period	-,555	,161	-,566	-3,450	,002
	Ln Sales in DDDs lagged two periods	,088	,196	,097	,450	,656
	Ln Global marketing expenditures flow	,001	,042	,006	,031	,975
	Ln Competitive global marketing expenditures flow	-,046	,031	-,240	-1,485	,148
	Ln Global marketing expenditures stock	,186	,191	,668	,976	,337
	Ln Competitive global marketing expenditures stock	-,057	,051	-,220	-1,134	,266
	Ln Average competitors price per DDD	-,276	,318	-,202	-,868	,392
	Drug age	-,003	,020	-,589	-,163	,871
	Drug age^2	,000	,000	-4,139	-1,632	,113
	Ln Global marketing expenditures stock x Ln Average drug price	,030	,100	,529	,303	,764
	Quarter 2 (dummy)	,120	,048	,694	2,520	,017
	Quarter 3 (dummy)	,182	,072	1,050	2,528	,017
	Quarter 4 (dummy)	,329	,108	1,894	3,054	,005
	Year 2013 (dummy)	,434	,133	2,497	3,254	,003
	Year 2014 (dummy)	,857	,273	4,932	3,133	,004
	Year 2015 (dummy)	1,355	,548	7,803	2,471	,019

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	6,892[b]	,396	,695	,072	2,514E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	9,989[b]	,978	,336	,176	7,091E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878[a]	,771	,653	,044797597

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,209	16	,013	6,518	,000[b]
	Residual	,062	31	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,378	5,118		3,982	,000
	Ln Sales in DDDs lagged one period	-,555	,161	-,566	-3,450	,002
	Ln Sales in DDDs lagged two periods	,088	,196	,097	,450	,656
	Ln Global marketing expenditures flow	,001	,042	,006	,031	,975
	Ln Competitive global marketing expenditures flow	-,046	,031	-,240	-1,485	,148
	Ln Global marketing expenditures stock	,186	,191	,668	,976	,337
	Ln Competitive global marketing expenditures stock	-,057	,051	-,220	-1,134	,266
	Ln Average competitors price per DDD	-,276	,318	-,202	-,868	,392
	Drug age	-,003	,020	-,589	-,163	,871
	Drug age^2	,000	,000	-4,139	-1,632	,113
	Ln Global marketing expenditures stock x Ln Average drug price	,030	,100	,529	,303	,764
	Quarter 2 (dummy)	,120	,048	,694	2,520	,017
	Quarter 3 (dummy)	,182	,072	1,050	2,528	,017
	Quarter 4 (dummy)	,329	,108	1,894	3,054	,005
	Year 2013 (dummy)	,434	,133	2,497	3,254	,003
	Year 2014 (dummy)	,857	,273	4,932	3,133	,004
	Year 2015 (dummy)	1,355	,548	7,803	2,471	,019

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	6,892[b]	,396	,695	,072	2,514E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878[a]	,771	,653	,044775945

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,209	16	,013	6,526	,000[b]
	Residual	,062	31	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,740	4,728		4,387	,000
	Ln Sales in DDDs lagged one period	-,554	,161	-,565	-3,453	,002
	Ln Sales in DDDs lagged two periods	,089	,195	,098	,455	,652
	Ln Global marketing expenditures flow	,002	,041	,007	,037	,971
	Ln Competitive global marketing expenditures flow	-,046	,031	-,240	-1,485	,148
	Ln Global marketing expenditures stock	,159	,141	,568	1,124	,270
	Ln Competitive global marketing expenditures stock	-,056	,051	-,215	-1,103	,279
	Ln Average drug price per DDD	,445	1,275	,717	,349	,730
	Ln Average competitors price per DDD	-,287	,317	-,210	-,904	,373
	Drug age	-,003	,019	-,632	-,181	,857
	Drug age^2	,000	,000	-4,081	-1,719	,096
	Quarter 2 (dummy)	,121	,047	,696	2,549	,016
	Quarter 3 (dummy)	,183	,072	1,055	2,550	,016
	Quarter 4 (dummy)	,330	,107	1,898	3,071	,004
	Year 2013 (dummy)	,435	,133	2,502	3,272	,003
	Year 2014 (dummy)	,859	,272	4,947	3,159	,004
	Year 2015 (dummy)	1,371	,545	7,896	2,517	,017

a. Dependent Variable: Ln Sales in DDDs

4.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,985[a]	,970	,951	,079003399

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,755	18	,320	51,222	,000[b]
	Residual	,181	29	,006		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3,402	5,315		-,640	,527
	Ln Sales in DDDs lagged one period	-,073	,156	-,072	-,472	,640
	Ln Sales in DDDs lagged two periods	,450	,261	,426	1,721	,096
	Ln Global marketing expenditures flow	,007	,006	,073	1,267	,215
	Ln Competitive global marketing expenditures flow	,062	,071	,052	,874	,389
	Ln Global marketing expenditures stock	1,538	,797	4,837	1,930	,063
	Ln Competitive global marketing expenditures stock	,110	,132	,061	,835	,410
	Ln Average drug price per DDD	3,883	2,422	1,792	1,603	,120
	Ln Average competitors price per DDD	-20,371	8,617	-2,156	-2,364	,025
	Drug age^2	,000	,000	-2,267	-3,402	,002
	Ln Global marketing expenditures stock x Ln Average drug price	-,487	,277	-1,506	-1,763	,088
	Ln Global marketing expenditures stock x Ln Average competitors price	2,276	1,067	5,980	2,134	,041
	Loss of exclusivity (dummy)	-,106	,085	-,150	-1,255	,219
	Quarter 2 (dummy)	,152	,086	,187	1,767	,088
	Quarter 3 (dummy)	,282	,114	,348	2,471	,020
	Quarter 4 (dummy)	,422	,182	,519	2,320	,028
	Year 2013 (dummy)	,502	,258	,618	1,946	,061
	Year 2014 (dummy)	1,086	,495	1,337	2,192	,037
	Year 2015 (dummy)	1,609	,746	1,981	2,157	,039

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	,560[b]	,150	,882	,028	7,800E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,984[a]	,969	,950	,079772092

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,751	18	,320	50,209	,000[b]
	Residual	,185	29	,006		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,972	5,650		,172	,865
	Ln Sales in DDDs lagged one period	-,073	,157	-,071	-,463	,647
	Ln Sales in DDDs lagged two periods	,412	,261	,390	1,583	,124
	Ln Global marketing expenditures flow	,007	,006	,071	1,204	,238
	Ln Competitive global marketing expenditures flow	,069	,072	,057	,959	,346
	Ln Global marketing expenditures stock	1,614	,804	5,074	2,008	,054
	Ln Competitive global marketing expenditures stock	,146	,131	,081	1,116	,273
	Ln Average drug price per DDD	4,153	2,428	1,916	1,711	,098
	Ln Average competitors price per DDD	-21,224	8,671	-2,246	-2,448	,021
	Drug age	-,056	,017	-2,214	-3,286	,003
	Ln Global marketing expenditures stock x Ln Average drug price	-,552	,274	-1,705	-2,015	,053
	Ln Global marketing expenditures stock x Ln Average competitors price	2,454	1,070	6,447	2,294	,029
	Loss of exclusivity (dummy)	-,091	,085	-,129	-1,065	,296
	Quarter 2 (dummy)	,128	,083	,158	1,547	,133
	Quarter 3 (dummy)	,258	,111	,318	2,320	,028
	Quarter 4 (dummy)	,382	,177	,471	2,165	,039
	Year 2013 (dummy)	,453	,253	,558	1,793	,083
	Year 2014 (dummy)	,980	,482	1,207	2,035	,051
	Year 2015 (dummy)	1,452	,726	1,789	2,000	,055

a. Dependent Variable: Ln Sales in DDDs

4.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994[a]	,989	,983	,063370302

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,751	17	,632	157,474	,000[b]
	Residual	,120	30	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,829	6,979		2,125	,042
	Ln Sales in DDDs lagged one period	,002	,171	,002	,009	,993
	Ln Sales in DDDs lagged two periods	,107	,218	,112	,493	,626
	Ln Global marketing expenditures flow	,006	,004	,047	1,653	,109
	Ln Competitive global marketing expenditures flow	-,031	,056	-,019	-,541	,592
	Ln Global marketing expenditures stock	,770	,380	1,609	2,024	,052
	Ln Competitive global marketing expenditures stock	-,357	,167	-,149	-2,133	,041
	Ln Average drug price per DDD	-3,750	2,252	-,700	-1,665	,106
	Ln Average competitors price per DDD	-1,152	,669	-,118	-1,721	,096
	Drug age^2	-9,941E-5	,000	-,982	-2,432	,021
	Ln Global marketing expenditures stock x Ln Average drug price	,597	,297	1,574	2,010	,053
	Loss of exclusivity (dummy)	-,186	,056	-,146	-3,334	,002
	Quarter 2 (dummy)	,055	,058	,050	,947	,351
	Quarter 3 (dummy)	,083	,090	,075	,924	,363
	Quarter 4 (dummy)	,162	,121	,148	1,338	,191
	Year 2013 (dummy)	,008	,184	,007	,043	,966
	Year 2014 (dummy)	,148	,326	,134	,453	,654
	Year 2015 (dummy)	,333	,487	,303	,685	,499

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,025[b]	-2,153	,040	-,371	6,048E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	,608[b]	,285	,778	,053	8,338E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,990	,984	,061544207

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,757	17	,633	167,064	,000[b]
	Residual	,114	30	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,106	7,833		2,694	,011
	Ln Sales in DDDs lagged one period	-,087	,178	-,089	-,486	,630
	Ln Sales in DDDs lagged two periods	,069	,213	,072	,323	,749
	Ln Global marketing expenditures flow	,006	,004	,044	1,573	,126
	Ln Competitive global marketing expenditures flow	-,044	,055	-,027	-,787	,437
	Ln Global marketing expenditures stock	,819	,371	1,712	2,207	,035
	Ln Competitive global marketing expenditures stock	-,394	,165	-,165	-2,394	,023
	Ln Average drug price per DDD	-4,130	2,202	-,771	-1,876	,070
	Ln Average competitors price per DDD	-1,132	,647	-,116	-1,748	,091
	Drug age	-,042	,015	-1,236	-2,842	,008
	Ln Global marketing expenditures stock x Ln Average drug price	,634	,290	1,672	2,189	,037
	Loss of exclusivity (dummy)	-,161	,054	-,126	-2,967	,006
	Quarter 2 (dummy)	,063	,055	,057	1,138	,264
	Quarter 3 (dummy)	,102	,086	,093	1,178	,248
	Quarter 4 (dummy)	,190	,117	,173	1,625	,115
	Year 2013 (dummy)	,037	,178	,034	,207	,837
	Year 2014 (dummy)	,228	,319	,207	,715	,480
	Year 2015 (dummy)	,449	,473	,409	,951	,349

a. Dependent Variable: Ln Sales in DDDs

4.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,996[a]	,993	,987	,059741266

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,509	15	,634	177,612	,000[b]
	Residual	,068	19	,004		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,727	3,757		,992	,334
	Ln Sales in DDDs lagged one period	,045	,064	,194	,699	,493
	Ln Sales in DDDs lagged two periods	,017	,016	,104	1,092	,289
	Ln Global marketing expenditures flow	,049	,052	,032	,934	,362
	Ln Competitive global marketing expenditures flow	,019	,080	,013	,235	,817
	Ln Global marketing expenditures stock	,046	,190	,069	,245	,809
	Ln Competitive global marketing expenditures stock	,281	,224	,158	1,254	,225
	Ln Average drug price per DDD	-,127	,200	-,020	-,635	,533
	Ln Average competitors price per DDD	-1,438	2,023	-,061	-,711	,486
	Drug age	,083	,027	1,606	3,098	,006
	Drug age^2	-,001	,000	-1,021	-2,450	,024
	Quarter 2 (dummy)	,057	,052	,047	1,090	,289
	Quarter 3 (dummy)	,059	,088	,049	,673	,509
	Quarter 4 (dummy)	,152	,124	,127	1,222	,237
	Year 2014 (dummy)	,188	,206	,171	,915	,372
	Year 2015 (dummy)	,340	,417	,308	,816	,425

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-10,893[b]	-2,905	,009	-,565	1,905E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	14,108[b]	1,155	,263	,263	2,456E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Drug age^2, Drug age

4.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,727[a]	,528	,285	,074142708

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,191	16	,012	2,169	,032[b]
	Residual	,170	31	,005		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,365	7,838		3,619	,001
	Ln Sales in DDDs lagged one period	-,508	,176	-,509	-2,880	,007
	Ln Sales in DDDs lagged two periods	,030	,206	,030	,148	,884
	Ln Global marketing expenditures flow	-,002	,058	-,011	-,039	,969
	Ln Competitive global marketing expenditures flow	,029	,073	,115	,401	,691
	Ln Global marketing expenditures stock	-,109	,183	-,477	-,597	,555
	Ln Competitive global marketing expenditures stock	-,053	,190	-,169	-,279	,782
	Drug age	-,050	,044	-7,939	-1,122	,270
	Drug age^2	7,899E-5	,000	2,969	,460	,648
	Ln Global marketing expenditures stock x Ln Average drug price	-,022	,145	-,039	-,151	,881
	Ln Global marketing expenditures stock x Ln Average competitors price	,049	,144	,287	,340	,736
	Quarter 2 (dummy)	,121	,071	,603	1,705	,098
	Quarter 3 (dummy)	,241	,105	1,202	2,301	,028
	Quarter 4 (dummy)	,323	,152	1,613	2,128	,041
	Year 2013 (dummy)	,249	,212	1,245	1,176	,249
	Year 2014 (dummy)	,706	,386	3,522	1,827	,077
	Year 2015 (dummy)	1,075	,587	5,368	1,832	,077

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-,946[b]	-,037	,971	-,007	2,349E-5
	Ln Average competitors price per DDD	-16,713[b]	-,792	,435	-,143	3,457E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,727[a]	,528	,284	,074168774

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,191	16	,012	2,166	,032[b]
	Residual	,171	31	,006		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,366	7,479		3,793	,001
	Ln Sales in DDDs lagged one period	-,507	,176	-,509	-2,875	,007
	Ln Sales in DDDs lagged two periods	,031	,206	,031	,150	,882
	Ln Global marketing expenditures flow	-,003	,058	-,013	-,045	,964
	Ln Competitive global marketing expenditures flow	,029	,073	,114	,397	,694
	Ln Global marketing expenditures stock	-,104	,151	-,454	-,689	,496
	Ln Competitive global marketing expenditures stock	-,053	,190	-,169	-,279	,782
	Ln Average drug price per DDD	-,273	1,934	-,050	-,141	,889
	Ln Average competitors price per DDD	,567	1,848	,272	,307	,761
	Drug age	-,051	,044	-8,099	-1,161	,254
	Drug age^2	8,211E-5	,000	3,086	,484	,632
	Quarter 2 (dummy)	,121	,071	,603	1,703	,099
	Quarter 3 (dummy)	,241	,105	1,203	2,300	,028
	Quarter 4 (dummy)	,324	,152	1,618	2,132	,041
	Year 2013 (dummy)	,250	,212	1,247	1,176	,249
	Year 2014 (dummy)	,706	,386	3,524	1,827	,077
	Year 2015 (dummy)	1,077	,588	5,374	1,832	,077

a. Dependent Variable: Ln Sales in DDDs

4.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,847[a]	,718	,572	,047795712

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	16	,011	4,926	,000[b]
	Residual	,071	31	,002		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,609	5,339		3,111	,004
	Ln Sales in DDDs lagged one period	-,528	,136	-,544	-3,883	,001
	Ln Sales in DDDs lagged two periods	,013	,176	,013	,076	,940
	Ln Global marketing expenditures flow	,001	,017	,007	,048	,962
	Ln Competitive global marketing expenditures flow	,017	,043	,071	,392	,698
	Ln Global marketing expenditures stock	,028	,058	,074	,479	,635
	Ln Competitive global marketing expenditures stock	,159	,109	,430	1,462	,154
	Ln Average drug price per DDD	,971	2,035	,245	,477	,636
	Drug age	,010	,034	1,924	,295	,770
	Drug age^2	,000	,000	-6,347	-1,119	,272
	Ln Global marketing expenditures stock x Ln Average competitors price	,045	,019	3,197	2,345	,026
	Quarter 2 (dummy)	,145	,046	,870	3,144	,004
	Quarter 3 (dummy)	,228	,071	1,367	3,235	,003
	Quarter 4 (dummy)	,353	,102	2,114	3,448	,002
	Year 2013 (dummy)	,468	,136	2,801	3,433	,002
	Year 2014 (dummy)	,911	,262	5,456	3,474	,002
	Year 2015 (dummy)	1,313	,390	7,864	3,366	,002

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	11,696[b]	,905	,373	,163	5,485E-5
	Ln Global marketing expenditures stock x Ln Average drug price	-16,474[b]	-,915	,368	-,165	2,822E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,849[a]	,721	,578	,047484595

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,181	16	,011	5,016	,000[b]
	Residual	,070	31	,002		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,228	5,331		3,044	,005
	Ln Sales in DDDs lagged one period	-,529	,135	-,545	-3,913	,000
	Ln Sales in DDDs lagged two periods	,013	,174	,013	,075	,941
	Ln Global marketing expenditures flow	,000	,017	,004	,026	,980
	Ln Competitive global marketing expenditures flow	,020	,043	,083	,459	,649
	Ln Global marketing expenditures stock	,025	,057	,068	,444	,660
	Ln Competitive global marketing expenditures stock	,172	,110	,465	1,567	,127
	Ln Average drug price per DDD	1,131	2,037	,285	,555	,583
	Ln Average competitors price per DDD	,588	,241	3,377	2,445	,020
	Drug age	,011	,034	2,101	,325	,747
	Drug age^2	,000	,000	-6,326	-1,126	,269
	Quarter 2 (dummy)	,146	,046	,873	3,175	,003
	Quarter 3 (dummy)	,229	,070	1,369	3,260	,003
	Quarter 4 (dummy)	,354	,102	2,123	3,485	,001
	Year 2013 (dummy)	,471	,135	2,819	3,476	,002
	Year 2014 (dummy)	,917	,261	5,495	3,519	,001
	Year 2015 (dummy)	1,317	,388	7,886	3,397	,002

a. Dependent Variable: Ln Sales in DDDs

4.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768[a]	,590	,378	,056855986

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,144	16	,009	2,789	,007[b]
	Residual	,100	31	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,118	4,489		4,259	,000
	Ln Sales in DDDs lagged one period	-,412	,149	-,425	-2,758	,010
	Ln Sales in DDDs lagged two periods	,007	,173	,007	,042	,967
	Ln Global marketing expenditures flow	-,029	,037	-,148	-,774	,445
	Ln Competitive global marketing expenditures flow	,089	,083	,429	1,066	,295
	Ln Global marketing expenditures stock	,020	,110	,060	,181	,858
	Ln Competitive global marketing expenditures stock	,031	,235	,131	,133	,895
	Drug age	-,002	,029	-,396	-,069	,945
	Drug age^2	,000	,000	-6,022	-1,092	,283
	Ln Global marketing expenditures stock x Ln Average drug price	-,089	,116	-,212	-,770	,447
	Ln Global marketing expenditures stock x Ln Average competitors price	-,015	,094	-,068	-,156	,877
	Quarter 2 (dummy)	,108	,050	,656	2,177	,037
	Quarter 3 (dummy)	,213	,079	1,295	2,709	,011
	Quarter 4 (dummy)	,277	,115	1,681	2,413	,022
	Year 2013 (dummy)	,279	,158	1,694	1,762	,088
	Year 2014 (dummy)	,720	,298	4,372	2,417	,022
	Year 2015 (dummy)	1,115	,446	6,766	2,501	,018

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-7,850[b]	-,579	,567	-,105	7,340E-5
	Ln Average competitors price per DDD	-16,438[b]	-1,134	,266	-,203	6,231E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768[a]	,591	,379	,056824206

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,144	16	,009	2,794	,007[b]
	Residual	,100	31	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock, Quarter 2 (dummy), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,508	4,560		4,059	,000
	Ln Sales in DDDs lagged one period	-,411	,150	-,423	-2,748	,010
	Ln Sales in DDDs lagged two periods	,008	,173	,008	,048	,962
	Ln Global marketing expenditures flow	-,029	,037	-,146	-,767	,449
	Ln Competitive global marketing expenditures flow	,088	,083	,425	1,056	,299
	Ln Global marketing expenditures stock	,071	,095	,215	,744	,462
	Ln Competitive global marketing expenditures stock	,029	,235	,122	,124	,902
	Ln Average drug price per DDD	-1,055	1,373	-,263	-,768	,448
	Ln Average competitors price per DDD	-,205	1,099	-,087	-,186	,853
	Drug age	-,002	,029	-,369	-,065	,949
	Drug age^2	,000	,000	-6,080	-1,110	,276
	Quarter 2 (dummy)	,108	,050	,656	2,181	,037
	Quarter 3 (dummy)	,213	,079	1,294	2,711	,011
	Quarter 4 (dummy)	,278	,115	1,684	2,420	,022
	Year 2013 (dummy)	,280	,158	1,701	1,770	,087
	Year 2014 (dummy)	,722	,298	4,380	2,424	,021
	Year 2015 (dummy)	1,117	,445	6,777	2,508	,018

a. Dependent Variable: Ln Sales in DDDs

4.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,982[a]	,965	,945	,049599897

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,028	17	,119	48,493	,000[b]
	Residual	,074	30	,002		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,776	22,110		,080	,936
	Ln Sales in DDDs lagged one period	-,366	,175	-,389	-2,093	,045
	Ln Sales in DDDs lagged two periods	,126	,204	,145	,618	,541
	Ln Global marketing expenditures flow	,086	,070	,140	1,231	,228
	Ln Competitive global marketing expenditures flow	-,029	,061	-,049	-,476	,637
	Ln Competitive global marketing expenditures stock	,030	,151	,043	,201	,842
	Ln Average drug price per DDD	-13,979	37,887	-,083	-,369	,715
	Ln Average competitors price per DDD	-10,673	26,103	-1,138	-,409	,686
	Drug age	,002	,020	,155	,119	,906
	Drug age^2	,000	,000	-1,042	-1,561	,129
	Ln Global marketing expenditures stock x Ln Average drug price	-,505	,782	-,423	-,646	,523
	Ln Global marketing expenditures stock x Ln Average competitors price	,815	2,015	1,030	,405	,689
	Quarter 2 (dummy)	,129	,040	,266	3,220	,003
	Quarter 3 (dummy)	,186	,063	,385	2,937	,006
	Quarter 4 (dummy)	,308	,098	,636	3,124	,004
	Year 2013 (dummy)	,379	,141	,785	2,693	,011
	Year 2014 (dummy)	,696	,268	1,440	2,593	,015
	Year 2015 (dummy)	1,166	,380	2,413	3,072	,004

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	-12,589[b]	-,278	,783	-,052	5,909E-7

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,982[a]	,965	,945	,049604471

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,028	17	,119	48,484	,000[b]
	Residual	,074	30	,002		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,592	20,792		-,125	,902
	Ln Sales in DDDs lagged one period	-,365	,175	-,389	-2,092	,045
	Ln Sales in DDDs lagged two periods	,127	,204	,146	,620	,540
	Ln Global marketing expenditures flow	,085	,070	,140	1,229	,229
	Ln Competitive global marketing expenditures flow	-,029	,061	-,049	-,476	,637
	Ln Global marketing expenditures stock	,324	,505	,427	,642	,526
	Ln Competitive global marketing expenditures stock	,031	,151	,044	,205	,839
	Ln Average drug price per DDD	-20,768	33,534	-,124	-,619	,540
	Ln Average competitors price per DDD	-10,242	25,612	-1,092	-,400	,692
	Drug age	,002	,020	,154	,118	,907
	Drug age^2	,000	,000	-1,042	-1,557	,130
	Ln Global marketing expenditures stock x Ln Average competitors price	,782	1,977	,989	,396	,695
	Quarter 2 (dummy)	,129	,040	,266	3,219	,003
	Quarter 3 (dummy)	,186	,063	,385	2,936	,006
	Quarter 4 (dummy)	,308	,098	,636	3,123	,004
	Year 2013 (dummy)	,379	,141	,785	2,694	,011
	Year 2014 (dummy)	,696	,268	1,441	2,594	,015
	Year 2015 (dummy)	1,166	,380	2,413	3,072	,004

a. Dependent Variable: Ln Sales in DDDs

4.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,916[a]	,838	,755	,059762379

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,574	16	,036	10,045	,000[b]
	Residual	,111	31	,004		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,649	3,293		,501	,620
	Ln Sales in DDDs lagged one period	-,090	,141	-,103	-,640	,527
	Ln Sales in DDDs lagged two periods	,336	,146	,439	2,303	,028
	Ln Global marketing expenditures flow	,075	,039	,324	1,943	,061
	Ln Competitive global marketing expenditures flow	,088	,046	,350	1,924	,064
	Ln Global marketing expenditures stock	,267	,115	,959	2,319	,027
	Ln Competitive global marketing expenditures stock	,168	,115	,530	1,466	,153
	Ln Average drug price per DDD	-1,888	1,847	-1,080	-1,022	,315
	Ln Average competitors price per DDD	,964	,346	3,352	2,789	,009
	Drug age	,011	,023	1,328	,493	,625
	Drug age^2	,000	,000	-2,860	-1,804	,081
	Quarter 2 (dummy)	,196	,046	,710	4,226	,000
	Quarter 3 (dummy)	,278	,074	1,009	3,741	,001
	Quarter 4 (dummy)	,402	,114	1,456	3,518	,001
	Year 2013 (dummy)	,522	,156	1,892	3,352	,002
	Year 2014 (dummy)	,976	,296	3,540	3,303	,002
	Year 2015 (dummy)	1,329	,442	4,817	3,005	,005

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	21,915[b]	1,776	,086	,308	3,202E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	15,814[b]	1,487	,147	,262	4,438E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

5. Model 5

5.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,081452041

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,280	22	4,467	673,345	,000[b]
	Residual	,166	25	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,324	5,618		,236	,816
	Ln Sales in DDDs lagged one period	,261	,162	,262	1,610	,120
	Ln Sales in DDDs lagged two periods	,111	,136	,111	,817	,421
	Ln Detailing flow (calls)	-,110	,289	-,035	-,379	,708
	Ln Journal advertising flow	,004	,005	,011	,722	,477
	Ln Mailing flow	,006	,006	,014	,989	,332
	Ln Competitive global marketing expenditures flow	,057	,058	,015	,992	,331
	Ln Detailing stock (calls)	,606	,712	,188	,851	,403
	Ln Other marketing expenditures stock	-,027	,083	-,009	-,322	,750
	Ln Competitive global marketing expenditures stock	,129	,187	,022	,689	,497
	Ln Average drug price per DDD	,578	2,711	,149	,213	,833
	Drug age^2	8,638E-5	,000	,102	,558	,582
	Ln Drug price x Ln Detailing flow	,131	,218	,216	,601	,553
	Ln Drug price x Ln Detailing stock	-,179	,420	-,328	-,427	,673
	Ln Drug price x drug age	,000	,012	,002	,041	,968
	Ln Global marketing expenditures stock x Ln Average competitors price	-,119	,087	-,104	-1,362	,185
	Public reimbursement (dummy)	,408	,201	,136	2,029	,053
	Quarter 2 (dummy)	,036	,073	,011	,492	,627
	Quarter 3 (dummy)	,125	,111	,038	1,131	,269
	Quarter 4 (dummy)	,241	,156	,073	1,546	,135
	Year 2013 (dummy)	,247	,200	,075	1,236	,228
	Year 2014 (dummy)	,406	,414	,123	,980	,336
	Year 2015 (dummy)	,712	,614	,215	1,161	,257

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	1,521[b]	1,203	,241	,238	4,140E-5
	Drug age	2,276[b]	1,027	,315	,205	1,368E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,080197492

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,278	21	4,680	727,641	,000[b]
	Residual	,167	26	,006		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,303	3,492		,946	,353
	Ln Sales in DDDs lagged one period	,255	,159	,256	1,604	,121
	Ln Sales in DDDs lagged two periods	,100	,136	,100	,739	,467
	Ln Detailing flow (calls)	-,070	,265	-,023	-,265	,793
	Ln Journal advertising flow	,005	,005	,014	1,024	,315
	Ln Mailing flow	,005	,006	,013	,941	,355
	Ln Competitive global marketing expenditures flow	,050	,051	,013	,965	,343
	Ln Detailing stock (calls)	,231	,226	,072	1,023	,316
	Ln Other marketing expenditures stock	-,028	,056	-,010	-,498	,622
	Ln Competitive global marketing expenditures stock	,125	,178	,021	,699	,491
	Ln Average drug price per DDD	-,290	,994	-,075	-,292	,772
	Ln Average competitors price per DDD	-1,378	1,113	-,120	-1,238	,227
	Drug age	,025	,025	,237	,977	,337
	Ln Drug price x Ln Detailing flow	,095	,196	,156	,482	,634
	Ln Drug price x drug age	-,007	,011	-,033	-,584	,564
	Public reimbursement (dummy)	,419	,182	,140	2,299	,030
	Quarter 2 (dummy)	,039	,070	,012	,558	,582
	Quarter 3 (dummy)	,111	,109	,034	1,024	,315
	Quarter 4 (dummy)	,226	,155	,068	1,455	,158
	Year 2013 (dummy)	,236	,198	,071	1,188	,245
	Year 2014 (dummy)	,374	,411	,113	,911	,371
	Year 2015 (dummy)	,669	,605	,202	1,105	,279

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	-,266[b]	-,304	,764	-,061	8,852E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Detailing stock (calls), Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Drug price x Ln Detailing stock

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,996	,167371863

a. Predictors: (Constant), Ln Detailing stock (calls), Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326,872	2	163,436	5834,215	,000[b]
	Residual	1,261	45	,028		
	Total	328,132	47			

a. Dependent Variable: Ln Drug price x Ln Detailing stock

b. Predictors: (Constant), Ln Detailing stock (calls), Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-14,924	1,619		-9,220	,000
	Ln Average drug price per DDD	8,934	,193	1,260	46,388	,000
	Ln Detailing stock (calls)	1,664	,160	,283	10,424	,000

a. Dependent Variable: Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,080197492

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,278	21	4,680	727,641	,000[b]
	Residual	,167	26	,006		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,303	3,492		,946	,353
	Ln Sales in DDDs lagged one period	,255	,159	,256	1,604	,121
	Ln Sales in DDDs lagged two periods	,100	,136	,100	,739	,467
	Ln Detailing flow (calls)	-,070	,265	-,023	-,265	,793
	Ln Journal advertising flow	,005	,005	,014	1,024	,315
	Ln Mailing flow	,005	,006	,013	,941	,355
	Ln Competitive global marketing expenditures flow	,050	,051	,013	,965	,343
	Ln Detailing stock (calls)	,231	,226	,072	1,023	,316
	Ln Other marketing expenditures stock	-,028	,056	-,010	-,498	,622
	Ln Competitive global marketing expenditures stock	,125	,178	,021	,699	,491
	Ln Average drug price per DDD	-,290	,994	-,075	-,292	,772
	Ln Average competitors price per DDD	-1,378	1,113	-,120	-1,238	,227
	Drug age	,025	,025	,237	,977	,337
	Ln Drug price x Ln Detailing flow	,095	,196	,156	,482	,634
	Ln Drug price x drug age	-,007	,011	-,033	-,584	,564
	Public reimbursement (dummy)	,419	,182	,140	2,299	,030
	Quarter 2 (dummy)	,039	,070	,012	,558	,582
	Quarter 3 (dummy)	,111	,109	,034	1,024	,315
	Quarter 4 (dummy)	,226	,155	,068	1,455	,158
	Year 2013 (dummy)	,236	,198	,071	1,188	,245
	Year 2014 (dummy)	,374	,411	,113	,911	,371
	Year 2015 (dummy)	,669	,605	,202	1,105	,279

a. Dependent Variable: Ln Sales in DDDs

5.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,995	,990	,055434422

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,895	22	,677	220,325	,000[b]
	Residual	,077	25	,003		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,599	5,511		3,738	,001
	Ln Sales in DDDs lagged one period	-,549	,147	-,586	-3,724	,001
	Ln Sales in DDDs lagged two periods	-,216	,179	-,246	-1,204	,240
	Ln Detailing flow (calls)	,616	,356	,326	1,730	,096
	Ln Journal advertising flow	,000	,003	-,001	-,051	,959
	Ln Mailing flow	-,006	,003	-,035	-1,897	,069
	Ln Competitive global marketing expenditures flow	,077	,050	,075	1,521	,141
	Ln Detailing stock (calls)	,092	,122	,028	,758	,456
	Ln Other marketing expenditures stock	-,014	,048	-,011	-,297	,769
	Ln Competitive global marketing expenditures stock	,038	,081	,039	,469	,643
	Ln Average drug price per DDD	-4,136	3,566	-,887	-1,160	,257
	Ln Average competitors price per DDD	-,246	,171	-,161	-1,438	,163
	Drug age	-,091	,057	-2,248	-1,581	,127
	Drug age^2	-,001	,000	-2,020	-3,189	,004
	Ln Drug price x Ln Detailing flow	-,570	,333	-1,143	-1,714	,099
	Ln Drug price x drug age	,193	,047	3,083	4,076	,000
	Public reimbursement (dummy)	-,182	,080	-,156	-2,260	,033
	Quarter 2 (dummy)	,071	,051	,055	1,393	,176
	Quarter 3 (dummy)	,253	,080	,196	3,181	,004
	Quarter 4 (dummy)	,404	,116	,314	3,475	,002
	Year 2013 (dummy)	,463	,164	,359	2,819	,009
	Year 2014 (dummy)	1,228	,320	,952	3,843	,001
	Year 2015 (dummy)	1,617	,475	1,253	3,405	,002

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	1,133[b]	,437	,666	,089	3,164E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	3,227[b]	1,147	,263	,228	2,560E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,995	,990	,055434422

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,895	22	,677	220,325	,000[b]
	Residual	,077	25	,003		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,599	5,511		3,738	,001
	Ln Sales in DDDs lagged one period	-,549	,147	-,586	-3,724	,001
	Ln Sales in DDDs lagged two periods	-,216	,179	-,246	-1,204	,240
	Ln Detailing flow (calls)	,616	,356	,326	1,730	,096
	Ln Journal advertising flow	,000	,003	-,001	-,051	,959
	Ln Mailing flow	-,006	,003	-,035	-1,897	,069
	Ln Competitive global marketing expenditures flow	,077	,050	,075	1,521	,141
	Ln Detailing stock (calls)	,092	,122	,028	,758	,456
	Ln Other marketing expenditures stock	-,014	,048	-,011	-,297	,769
	Ln Competitive global marketing expenditures stock	,038	,081	,039	,469	,643
	Ln Average drug price per DDD	-4,136	3,566	-,887	-1,160	,257
	Ln Average competitors price per DDD	-,246	,171	-,161	-1,438	,163
	Drug age	-,091	,057	-2,248	-1,581	,127
	Drug age^2	-,001	,000	-2,020	-3,189	,004
	Ln Drug price x Ln Detailing flow	-,570	,333	-1,143	-1,714	,099
	Ln Drug price x drug age	,193	,047	3,083	4,076	,000
	Public reimbursement (dummy)	-,182	,080	-,156	-2,260	,033
	Quarter 2 (dummy)	,071	,051	,055	1,393	,176
	Quarter 3 (dummy)	,253	,080	,196	3,181	,004
	Quarter 4 (dummy)	,404	,116	,314	3,475	,002
	Year 2013 (dummy)	,463	,164	,359	2,819	,009
	Year 2014 (dummy)	1,228	,320	,952	3,843	,001
	Year 2015 (dummy)	1,617	,475	1,253	3,405	,002

a. Dependent Variable: Ln Sales in DDDs

5.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,021219256

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	16	4,329	9614,039	,008[b]
	Residual	,000	1	,000		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11,616	,000		.	.
	Ln Sales in DDDs lagged one period	-,175	,000	-,286	.	.
	Ln Sales in DDDs lagged two periods	,206	,000	,418	.	.
	Ln Detailing flow (calls)	,428	,000	,065	.	.
	Ln Journal advertising flow	,007	,000	,015	.	.
	Ln Mailing flow	,023	,000	,036	.	.
	Ln Competitive global marketing expenditures flow	-,096	,000	-,010	.	.
	Ln Detailing stock (calls)	1,042	,000	,291	.	.
	Ln Other marketing expenditures stock	-,462	,000	-,225	.	.
	Ln Competitive global marketing expenditures stock	-,172	,000	-,007	.	.
	Ln Drug price x Ln Detailing stock	,445	,000	,063	.	.
	Ln Drug price x drug age	,081	,000	,156	.	.
	Ln Global marketing expenditures stock x Ln Average competitors price	,619	,000	,078	.	.
	Public reimbursement (dummy)	6,777	,000	,791	.	.
	Quarter 2 (dummy)	,275	,000	,052	.	.
	Quarter 3 (dummy)	,360	,000	,087	.	.
	Quarter 4 (dummy)	-,024	,000	-,006	.	.
	Year 2015 (dummy)	,082	,000	,020	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000
	Drug age^2	.[b]	.	.	.	,000
	Ln Drug price x Ln Detailing flow	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,027330321

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,260	16	4,329	5795,286	,010[b]
	Residual	,001	1	,001		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-25,663	8,186		-3,135	,197
	Ln Sales in DDDs lagged one period	,004	,019	,006	,194	,878
	Ln Sales in DDDs lagged two periods	,179	,026	,364	6,911	,091
	Ln Detailing flow (calls)	-,061	,220	-,009	-,276	,828
	Ln Journal advertising flow	-,035	,009	-,077	-3,744	,166
	Ln Mailing flow	,019	,007	,030	2,854	,215
	Ln Competitive global marketing expenditures flow	,436	,106	,046	4,113	,152
	Ln Other marketing expenditures stock	-,291	,159	-,141	-1,832	,318
	Ln Competitive global marketing expenditures stock	2,084	,347	,085	6,008	,105
	Ln Drug price x Ln Detailing flow	,003	,240	,001	,014	,991
	Ln Drug price x drug age	,047	,030	,090	1,567	,362
	Ln Global marketing expenditures stock x Ln Average competitors price	-,381	,434	-,048	-,878	,541
	Public reimbursement (dummy)	6,211	,519	,725	11,976	,053
	Quarter 2 (dummy)	-,071	,062	-,014	-1,154	,454
	Quarter 3 (dummy)	,079	,114	,019	,689	,616
	Quarter 4 (dummy)	,290	,144	,070	2,018	,293
	Year 2015 (dummy)	,718	,230	,172	3,125	,197

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	,380[b]	.	.	1,000	7,472E-5
	Ln Average drug price per DDD	-3,217[b]	.	.	-1,000	1,042E-6
	Ln Average competitors price per DDD	-,357[b]	.	.	-1,000	8,454E-5
	Drug age	1,741[b]	.	.	1,000	3,558E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-11,616	,000		.	.
	Ln Sales in DDDs lagged one period	-,175	,000	-,286	.	.
	Ln Sales in DDDs lagged two periods	,206	,000	,418	.	.
	Ln Detailing flow (calls)	,428	,000	,065	.	.
	Ln Journal advertising flow	,007	,000	,015	.	.
	Ln Mailing flow	,023	,000	,036	.	.
	Ln Competitive global marketing expenditures flow	-,096	,000	-,010	.	.
	Ln Detailing stock (calls)	1,042	,000	,291	.	.
	Ln Other marketing expenditures stock	-,462	,000	-,225	.	.
	Ln Competitive global marketing expenditures stock	-,172	,000	-,007	.	.
	Ln Drug price x Ln Detailing stock	,445	,000	,063	.	.
	Ln Drug price x drug age	,081	,000	,156	.	.
	Ln Global marketing expenditures stock x Ln Average competitors price	,619	,000	,078	.	.
	Public reimbursement (dummy)	6,777	,000	,791	.	.
	Quarter 2 (dummy)	,275	,000	,052	.	.
	Quarter 3 (dummy)	,360	,000	,087	.	.
	Quarter 4 (dummy)	-,024	,000	-,006	.	.
	Year 2015 (dummy)	,082	,000	,020	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Drug price x Ln Detailing stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock, Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,027332947

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,260	16	4,329	5794,172	,010[b]
	Residual	,001	1	,001		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-25,588	9,071		-2,821	,217
	Ln Sales in DDDs lagged one period	,004	,019	,006	,200	,874
	Ln Sales in DDDs lagged two periods	,179	,026	,363	6,841	,092
	Ln Detailing flow (calls)	-,058	,072	-,009	-,800	,570
	Ln Journal advertising flow	-,035	,010	-,076	-3,648	,170
	Ln Mailing flow	,019	,007	,030	2,852	,215
	Ln Competitive global marketing expenditures flow	,435	,108	,046	4,032	,155
	Ln Other marketing expenditures stock	-,288	,158	-,140	-1,825	,319
	Ln Competitive global marketing expenditures stock	2,081	,347	,085	5,994	,105
	Ln Average drug price per DDD	-,005	1,831	,000	-,003	,998
	Ln Drug price x drug age	,047	,030	,090	1,547	,365
	Ln Global marketing expenditures stock x Ln Average competitors price	-,385	,429	-,049	-,896	,535
	Public reimbursement (dummy)	6,204	,549	,724	11,292	,056
	Quarter 2 (dummy)	-,072	,061	-,014	-1,178	,448
	Quarter 3 (dummy)	,078	,114	,019	,682	,619
	Quarter 4 (dummy)	,288	,146	,069	1,977	,298
	Year 2015 (dummy)	,714	,232	,172	3,074	,200

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	,393[b]	.	.	1,000	6,996E-5
	Ln Average competitors price per DDD	-,359[b]	.	.	-1,000	8,380E-5
	Drug age	2,401[b]	.	.	1,000	1,871E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Other marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,021219256

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	16	4,329	9614,039	,008[b]
	Residual	,000	1	,000		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-20,191	9,444		-2,138	,279
	Ln Sales in DDDs lagged one period	-,021	,016	-,035	-1,304	,417
	Ln Sales in DDDs lagged two periods	,169	,023	,344	7,439	,085
	Ln Detailing flow (calls)	,018	,045	,003	,406	,755
	Ln Journal advertising flow	-,027	,010	-,059	-2,736	,223
	Ln Mailing flow	,019	,005	,030	3,805	,164
	Ln Competitive global marketing expenditures flow	,349	,106	,037	3,290	,188
	Ln Other marketing expenditures stock	-,312	,100	-,152	-3,128	,197
	Ln Competitive global marketing expenditures stock	1,720	,420	,070	4,098	,152
	Ln Average drug price per DDD	-,030	1,377	-,001	-,022	,986
	Ln Average competitors price per DDD	-4,146	2,938	-,087	-1,411	,392
	Ln Drug price x drug age	,058	,023	,112	2,500	,242
	Public reimbursement (dummy)	6,129	,424	,716	14,443	,044
	Quarter 2 (dummy)	-,025	,035	-,005	-,711	,606
	Quarter 3 (dummy)	,101	,066	,024	1,516	,371
	Quarter 4 (dummy)	,207	,137	,050	1,505	,373
	Year 2015 (dummy)	,573	,229	,138	2,499	,242

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	,609[b]	.	.	1,000	1,752E-5
	Drug age	,957[b]	.	.	1,000	7,104E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	1,000	,018453418

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	16	4,329	12711,981	,007[b]
	Residual	,000	1	,000		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-20,173	8,197		-2,461	,246
	Ln Sales in DDDs lagged one period	-,023	,014	-,038	-1,601	,356
	Ln Sales in DDDs lagged two periods	,166	,020	,338	8,170	,078
	Ln Detailing flow (calls)	,022	,039	,003	,568	,671
	Ln Journal advertising flow	-,026	,009	-,057	-3,037	,202
	Ln Mailing flow	,019	,004	,030	4,361	,143
	Ln Competitive global marketing expenditures flow	,334	,095	,035	3,531	,176
	Ln Other marketing expenditures stock	-,303	,088	-,148	-3,451	,180
	Ln Competitive global marketing expenditures stock	1,653	,373	,067	4,426	,141
	Ln Average drug price per DDD	2,132	,657	,063	3,248	,190
	Ln Average competitors price per DDD	-4,970	2,609	-,105	-1,905	,308
	Drug age	,048	,016	,126	2,931	,209
	Public reimbursement (dummy)	6,173	,357	,721	17,282	,037
	Quarter 2 (dummy)	-,029	,031	-,006	-,951	,516
	Quarter 3 (dummy)	,091	,059	,022	1,528	,369
	Quarter 4 (dummy)	,196	,121	,047	1,627	,351
	Year 2015 (dummy)	,563	,200	,135	2,821	,217

a. Dependent Variable: Ln Sales in DDDs

5.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,931[a]	,867	,760	,041889932

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,298	21	,014	8,082	,000[b]
	Residual	,046	26	,002		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,490	7,475		4,079	,000
	Ln Sales in DDDs lagged one period	-,577	,155	-,574	-3,733	,001
	Ln Sales in DDDs lagged two periods	-,061	,221	-,064	-,278	,783
	Ln Detailing flow (calls)	,087	,295	,252	,294	,771
	Ln Journal advertising flow	-,001	,003	-,042	-,347	,731
	Ln Mailing flow	-,004	,003	-,126	-1,178	,250
	Ln Competitive global marketing expenditures flow	-,003	,067	-,009	-,048	,962
	Ln Detailing stock (calls)	,039	,250	,042	,156	,877
	Ln Other marketing expenditures stock	,004	,021	,039	,208	,837
	Ln Competitive global marketing expenditures stock	,083	,154	,158	,543	,592
	Ln Average drug price per DDD	1,532	9,569	,686	,160	,874
	Ln Average competitors price per DDD	-27,826	12,670	-8,727	-2,196	,037
	Drug age	-,081	,030	-13,325	-2,714	,012
	Drug age^2	-2,490E-5	,000	-,496	-,181	,858
	Ln Drug price x Ln Detailing flow	-,275	,944	-,971	-,291	,773
	Ln Drug price x drug age	,217	,064	6,075	3,392	,002
	Quarter 2 (dummy)	,128	,046	,654	2,795	,010
	Quarter 3 (dummy)	,233	,064	1,191	3,636	,001
	Quarter 4 (dummy)	,352	,097	1,800	3,612	,001
	Year 2013 (dummy)	,310	,149	1,587	2,086	,047
	Year 2014 (dummy)	-,014	,444	-,072	-,032	,975
	Year 2015 (dummy)	,310	,557	1,586	,556	,583

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	11,296[b]	,594	,558	,118	1,451E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	,807[b]	,101	,920	,020	8,378E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,931[a]	,867	,760	,041889932

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,298	21	,014	8,082	,000[b]
	Residual	,046	26	,002		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,490	7,475		4,079	,000
	Ln Sales in DDDs lagged one period	-,577	,155	-,574	-3,733	,001
	Ln Sales in DDDs lagged two periods	-,061	,221	-,064	-,278	,783
	Ln Detailing flow (calls)	,087	,295	,252	,294	,771
	Ln Journal advertising flow	-,001	,003	-,042	-,347	,731
	Ln Mailing flow	-,004	,003	-,126	-1,178	,250
	Ln Competitive global marketing expenditures flow	-,003	,067	-,009	-,048	,962
	Ln Detailing stock (calls)	,039	,250	,042	,156	,877
	Ln Other marketing expenditures stock	,004	,021	,039	,208	,837
	Ln Competitive global marketing expenditures stock	,083	,154	,158	,543	,592
	Ln Average drug price per DDD	1,532	9,569	,686	,160	,874
	Ln Average competitors price per DDD	-27,826	12,670	-8,727	-2,196	,037
	Drug age	-,081	,030	-13,325	-2,714	,012
	Drug age^2	-2,490E-5	,000	-,496	-,181	,858
	Ln Drug price x Ln Detailing flow	-,275	,944	-,971	-,291	,773
	Ln Drug price x drug age	,217	,064	6,075	3,392	,002
	Quarter 2 (dummy)	,128	,046	,654	2,795	,010
	Quarter 3 (dummy)	,233	,064	1,191	3,636	,001
	Quarter 4 (dummy)	,352	,097	1,800	3,612	,001
	Year 2013 (dummy)	,310	,149	1,587	2,086	,047
	Year 2014 (dummy)	-,014	,444	-,072	-,032	,975
	Year 2015 (dummy)	,310	,557	1,586	,556	,583

a. Dependent Variable: Ln Sales in DDDs

5.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,924[a]	,854	,745	,037087878

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,216	20	,011	7,869	,000[b]
	Residual	,037	27	,001		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,243	6,144		4,271	,000
	Ln Sales in DDDs lagged one period	-,509	,131	-,499	-3,880	,001
	Ln Sales in DDDs lagged two periods	,144	,178	,146	,809	,426
	Ln Detailing flow (calls)	-,380	,483	-1,664	-,788	,438
	Ln Journal advertising flow	,006	,002	,318	3,275	,003
	Ln Mailing flow	,003	,003	,080	,922	,365
	Ln Competitive global marketing expenditures flow	-,016	,050	-,046	-,316	,755
	Ln Detailing stock (calls)	-,228	,100	-,792	-2,268	,032
	Ln Other marketing expenditures stock	,041	,039	,474	1,049	,303
	Ln Competitive global marketing expenditures stock	,173	,171	,275	1,010	,321
	Ln Average drug price per DDD	-27,705	15,364	-9,341	-1,803	,083
	Ln Average competitors price per DDD	3,201	2,368	1,408	1,352	,188
	Drug age^2	,000	,000	-5,494	-3,171	,004
	Ln Drug price x Ln Detailing flow	1,486	1,763	5,471	,843	,407
	Ln Drug price x drug age	-,022	,036	-,789	-,627	,536
	Quarter 2 (dummy)	,109	,036	,652	3,056	,005
	Quarter 3 (dummy)	,274	,057	1,632	4,837	,000
	Quarter 4 (dummy)	,401	,085	2,389	4,698	,000
	Year 2013 (dummy)	,383	,118	2,280	3,242	,003
	Year 2014 (dummy)	,285	,291	1,699	,981	,335
	Year 2015 (dummy)	,686	,362	4,089	1,895	,069

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-19,548[b]	-,821	,419	-,159	9,678E-6
	Ln Drug price x Ln Detailing stock	-13,253[b]	-,578	,568	-,113	1,059E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	-48,640[b]	-2,225	,035	-,400	9,901E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,926[a]	,857	,752	,036617683

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	20	,011	8,107	,000[b]
	Residual	,036	27	,001		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	32,694	6,759		4,837	,000
	Ln Sales in DDDs lagged one period	-,554	,130	-,543	-4,248	,000
	Ln Sales in DDDs lagged two periods	,129	,175	,131	,737	,467
	Ln Detailing flow (calls)	-,435	,478	-1,902	-,910	,371
	Ln Journal advertising flow	,006	,002	,319	3,330	,003
	Ln Mailing flow	,002	,003	,052	,582	,565
	Ln Competitive global marketing expenditures flow	-,016	,049	-,047	-,326	,747
	Ln Detailing stock (calls)	-,240	,100	-,835	-2,398	,024
	Ln Other marketing expenditures stock	,034	,038	,389	,891	,381
	Ln Competitive global marketing expenditures stock	,203	,168	,322	1,205	,239
	Ln Average drug price per DDD	-45,601	17,860	-15,375	-2,553	,017
	Ln Average competitors price per DDD	4,479	2,566	1,969	1,745	,092
	Drug age	-,098	,029	-18,630	-3,319	,003
	Ln Drug price x Ln Detailing flow	1,661	1,742	6,112	,953	,349
	Ln Drug price x drug age	,213	,092	7,526	2,314	,029
	Quarter 2 (dummy)	,121	,036	,719	3,316	,003
	Quarter 3 (dummy)	,288	,057	1,715	5,018	,000
	Quarter 4 (dummy)	,414	,085	2,464	4,841	,000
	Year 2013 (dummy)	,404	,118	2,407	3,419	,002
	Year 2014 (dummy)	,299	,285	1,783	1,049	,304
	Year 2015 (dummy)	,727	,357	4,331	2,037	,052

a. Dependent Variable: Ln Sales in DDDs

5.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952[a]	,905	,835	,038643436

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,386	20	,019	12,926	,000[b]
	Residual	,040	27	,001		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,880	5,208		4,009	,000
	Ln Sales in DDDs lagged one period	-,590	,169	-,623	-3,493	,002
	Ln Sales in DDDs lagged two periods	-,042	,186	-,048	-,227	,822
	Ln Detailing flow (calls)	,025	,345	,061	,071	,944
	Ln Journal advertising flow	,003	,003	,108	1,174	,251
	Ln Mailing flow	-,001	,002	-,036	-,478	,636
	Ln Competitive global marketing expenditures flow	,092	,061	,239	1,506	,144
	Ln Detailing stock (calls)	-,045	,400	-,046	-,113	,911
	Ln Other marketing expenditures stock	,008	,024	,028	,321	,751
	Ln Competitive global marketing expenditures stock	-,042	,170	-,080	-,245	,808
	Ln Average competitors price per DDD	,196	2,001	,063	,098	,923
	Drug age^2	,000	,000	-4,648	-3,628	,001
	Ln Drug price x Ln Detailing flow	-,467	1,165	-1,043	-,401	,691
	Ln Drug price x Ln Detailing stock	,526	1,247	1,231	,422	,677
	Ln Drug price x drug age	,045	,045	1,381	1,014	,319
	Quarter 2 (dummy)	,139	,040	,640	3,510	,002
	Quarter 3 (dummy)	,227	,058	1,042	3,910	,001
	Quarter 4 (dummy)	,318	,082	1,461	3,882	,001
	Year 2013 (dummy)	,357	,115	1,638	3,112	,004
	Year 2014 (dummy)	,799	,305	3,670	2,618	,014
	Year 2015 (dummy)	1,197	,402	5,502	2,981	,006

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	11,376[b]	1,001	,326	,193	2,710E-5
	Drug age	-15,551[b]	-,729	,473	-,141	7,828E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-18,032[b]	-1,800	,084	-,333	3,222E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952[a]	,906	,837	,038484416

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,386	20	,019	13,044	,000[b]
	Residual	,040	27	,001		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,767	7,939		3,120	,004
	Ln Sales in DDDs lagged one period	-,588	,169	-,622	-3,485	,002
	Ln Sales in DDDs lagged two periods	-,049	,186	-,056	-,266	,792
	Ln Detailing flow (calls)	,107	,389	,264	,274	,786
	Ln Journal advertising flow	,004	,003	,136	1,424	,166
	Ln Mailing flow	-,001	,002	-,045	-,599	,554
	Ln Competitive global marketing expenditures flow	,068	,063	,176	1,073	,293
	Ln Detailing stock (calls)	,153	,119	,153	1,278	,212
	Ln Other marketing expenditures stock	,004	,023	,014	,162	,873
	Ln Competitive global marketing expenditures stock	-,089	,177	-,170	-,503	,619
	Ln Average drug price per DDD	-8,993	16,028	-2,357	-,561	,579
	Ln Average competitors price per DDD	1,172	2,347	,379	,499	,622
	Drug age	-,121	,038	-17,852	-3,175	,004
	Ln Drug price x Ln Detailing flow	-,725	1,323	-1,618	-,548	,588
	Ln Drug price x drug age	,350	,134	10,686	2,610	,015
	Quarter 2 (dummy)	,148	,041	,681	3,579	,001
	Quarter 3 (dummy)	,236	,058	1,086	4,061	,000
	Quarter 4 (dummy)	,328	,082	1,506	4,004	,000
	Year 2013 (dummy)	,366	,111	1,680	3,301	,003
	Year 2014 (dummy)	,848	,297	3,898	2,855	,008
	Year 2015 (dummy)	1,283	,393	5,893	3,263	,003

a. Dependent Variable: Ln Sales in DDDs

5.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Ln Detailing stock (calls), Drug age, Drug age^2, Ln Global marketing expenditures stock x Ln Average competitors price[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,992[a]	,984	,964	,154911452

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Ln Detailing stock (calls), Drug age, Drug age^2, Ln Global marketing expenditures stock x Ln Average competitors price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,762	18	1,153	48,065	,000[b]
	Residual	,336	14	,024		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Ln Detailing stock (calls), Drug age, Drug age^2, Ln Global marketing expenditures stock x Ln Average competitors price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	59,086	44,807		1,319	,208
	Ln Sales in DDDs lagged one period	-,127	,074	-,360	-1,724	,107
	Ln Sales in DDDs lagged two periods	-,096	,045	-,364	-2,120	,052
	Ln Detailing flow (calls)	,557	,238	,302	2,344	,034
	Ln Journal advertising flow	-,013	,010	-,063	-1,249	,232
	Ln Mailing flow	,015	,027	,030	,550	,591
	Ln Competitive global marketing expenditures flow	,034	,196	,015	,175	,863
	Ln Detailing stock (calls)	3,465	2,283	1,498	1,518	,151
	Ln Other marketing expenditures stock	,176	,411	,153	,430	,674
	Ln Competitive global marketing expenditures stock	,200	,459	,075	,436	,670
	Ln Average competitors price per DDD	-352,287	242,834	-,307	-1,451	,169
	Drug age	,133	,078	1,585	1,706	,110
	Drug age^2	,001	,001	,569	,572	,576
	Ln Global marketing expenditures stock x Ln Average competitors price	-7,236	12,739	-,616	-,568	,579
	Quarter 2 (dummy)	-,041	,195	-,023	-,212	,835
	Quarter 3 (dummy)	,353	,290	,197	1,218	,243
	Quarter 4 (dummy)	,240	,413	,134	,582	,570
	Year 2014 (dummy)	-,140	,731	-,084	-,192	,851
	Year 2015 (dummy)	,061	1,162	,037	,053	,959

a. Dependent Variable: Ln Sales in DDDs

5.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789[a]	,623	,318	,048764095

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,102	21	,005	2,044	,042[b]
	Residual	,062	26	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,729	9,054		2,400	,024
	Ln Sales in DDDs lagged one period	-,389	,179	-,379	-2,178	,039
	Ln Sales in DDDs lagged two periods	-,077	,208	-,077	-,370	,714
	Ln Detailing flow (calls)	,116	,344	,651	,338	,738
	Ln Journal advertising flow	,001	,003	,073	,384	,704
	Ln Mailing flow	-,003	,004	-,130	-,742	,465
	Ln Competitive global marketing expenditures flow	,049	,061	,199	,800	,431
	Ln Detailing stock (calls)	-1,045	,947	-3,021	-1,103	,280
	Ln Other marketing expenditures stock	-,024	,017	-,256	-1,437	,163
	Ln Competitive global marketing expenditures stock	,390	,236	1,130	1,653	,110
	Ln Average drug price per DDD	-32,691	28,570	-13,589	-1,144	,263
	Drug age^2	-7,011E-5	,000	-1,724	-,719	,478
	Ln Drug price x Ln Detailing flow	-,274	1,170	-,790	-,234	,817
	Ln Drug price x Ln Detailing stock	3,706	3,265	10,380	1,135	,267
	Ln Drug price x drug age	,003	,044	,135	,062	,951
	Ln Global marketing expenditures stock x Ln Average competitors price	,116	,298	,643	,389	,700
	Quarter 2 (dummy)	,038	,050	,284	,765	,451
	Quarter 3 (dummy)	,110	,071	,816	1,553	,132
	Quarter 4 (dummy)	,145	,104	1,073	1,390	,176
	Year 2013 (dummy)	,082	,143	,606	,570	,573
	Year 2014 (dummy)	,035	,304	,261	,116	,909
	Year 2015 (dummy)	,220	,420	1,628	,523	,605

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	2,235[b]	,113	,911	,023	3,885E-5
	Drug age	-12,925[b]	-,306	,762	-,061	8,444E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775[a]	,601	,306	,049207823

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,099	20	,005	2,034	,043[b]
	Residual	,065	27	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,881	5,529		2,511	,018
	Ln Sales in DDDs lagged one period	-,415	,179	-,404	-2,316	,028
	Ln Sales in DDDs lagged two periods	-,094	,208	-,093	-,449	,657
	Ln Detailing flow (calls)	,321	,307	1,796	1,044	,306
	Ln Journal advertising flow	,002	,003	,126	,686	,499
	Ln Mailing flow	-,001	,004	-,066	-,389	,700
	Ln Competitive global marketing expenditures flow	,035	,061	,140	,565	,577
	Ln Detailing stock (calls)	,019	,427	,056	,045	,964
	Ln Other marketing expenditures stock	-,021	,016	-,225	-1,354	,187
	Ln Competitive global marketing expenditures stock	,337	,236	,977	1,430	,164
	Ln Average competitors price per DDD	,462	3,815	,227	,121	,904
	Drug age	-,015	,036	-3,540	-,411	,684
	Ln Drug price x Ln Detailing flow	-,958	1,050	-2,767	-,912	,370
	Ln Drug price x Ln Detailing stock	,125	1,427	,351	,088	,931
	Ln Drug price x drug age	,031	,120	1,517	,256	,800
	Quarter 2 (dummy)	,045	,051	,334	,886	,384
	Quarter 3 (dummy)	,114	,072	,841	1,582	,125
	Quarter 4 (dummy)	,134	,104	,996	1,287	,209
	Year 2013 (dummy)	,095	,144	,703	,658	,516
	Year 2014 (dummy)	,084	,304	,621	,275	,785
	Year 2015 (dummy)	,224	,425	1,661	,527	,602

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-15,694[b]	-1,258	,220	-,239	9,289E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,786[a]	,618	,335	,048147710

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	20	,005	2,185	,030[b]
	Residual	,063	27	,002		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,091	8,969		2,463	,020
	Ln Sales in DDDs lagged one period	-,399	,176	-,389	-2,273	,031
	Ln Sales in DDDs lagged two periods	-,081	,204	-,081	-,399	,693
	Ln Detailing flow (calls)	,115	,340	,642	,338	,738
	Ln Journal advertising flow	,001	,003	,045	,250	,804
	Ln Mailing flow	-,002	,004	-,096	-,588	,562
	Ln Competitive global marketing expenditures flow	,051	,060	,206	,837	,410
	Ln Detailing stock (calls)	-1,054	,935	-3,049	-1,127	,270
	Ln Other marketing expenditures stock	-,019	,015	-,202	-1,301	,204
	Ln Competitive global marketing expenditures stock	,378	,234	1,094	1,617	,118
	Ln Average drug price per DDD	-31,802	28,213	-13,219	-1,127	,270
	Ln Average competitors price per DDD	,253	2,823	,124	,090	,929
	Drug age	-,006	,011	-1,530	-,572	,572
	Ln Drug price x Ln Detailing flow	-,282	1,154	-,814	-,244	,809
	Ln Drug price x Ln Detailing stock	3,828	3,211	10,724	1,192	,244
	Quarter 2 (dummy)	,032	,048	,238	,667	,511
	Quarter 3 (dummy)	,101	,068	,749	1,487	,148
	Quarter 4 (dummy)	,138	,102	1,020	1,354	,187
	Year 2013 (dummy)	,087	,141	,646	,617	,542
	Year 2014 (dummy)	,065	,297	,485	,221	,827
	Year 2015 (dummy)	,235	,416	1,741	,565	,577

a. Dependent Variable: Ln Sales in DDDs

5.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,967[a]	,935	,888	,038069381

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,567	20	,028	19,568	,000[b]
	Residual	,039	27	,001		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,342	4,623		6,563	,000
	Ln Sales in DDDs lagged one period	-,799	,146	-,791	-5,484	,000
	Ln Sales in DDDs lagged two periods	-,240	,178	-,248	-1,345	,190
	Ln Journal advertising flow	-,002	,003	-,039	-,636	,530
	Ln Mailing flow	-,008	,004	-,127	-1,907	,067
	Ln Competitive global marketing expenditures flow	-,070	,033	-,205	-2,127	,043
	Ln Other marketing expenditures stock	,015	,010	,171	1,482	,150
	Ln Competitive global marketing expenditures stock	,013	,046	,023	,288	,776
	Ln Average drug price per DDD	5,009	3,978	1,186	1,259	,219
	Ln Average competitors price per DDD	-3,415	4,844	-2,223	-,705	,487
	Drug age	,021	,018	2,542	1,167	,253
	Drug age^2	,000	,000	-3,401	-1,981	,058
	Ln Drug price x Ln Detailing flow	-,034	,025	-,129	-1,342	,191
	Ln Drug price x Ln Detailing stock	-,474	,548	-1,307	-,866	,394
	Ln Global marketing expenditures stock x Ln Average competitors price	,276	,391	1,986	,705	,487
	Quarter 2 (dummy)	,088	,038	,338	2,329	,028
	Quarter 3 (dummy)	,159	,056	,614	2,863	,008
	Quarter 4 (dummy)	,241	,085	,928	2,823	,009
	Year 2013 (dummy)	,268	,118	1,034	2,279	,031
	Year 2014 (dummy)	,624	,225	2,403	2,767	,010
	Year 2015 (dummy)	,939	,336	3,616	2,790	,010

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-6,712[b]	-1,173	,251	-,224	7,199E-5
	Ln Detailing stock (calls)	1,507[b]	,105	,917	,021	1,212E-5
	Ln Drug price x drug age	-31,788[b]	-,912	,370	-,176	1,981E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,967[a]	,935	,887	,038107157

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,567	20	,028	19,526	,000[b]
	Residual	,039	27	,001		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,793	6,251		4,286	,000
	Ln Sales in DDDs lagged one period	-,801	,146	-,792	-5,472	,000
	Ln Sales in DDDs lagged two periods	-,245	,179	-,253	-1,370	,182
	Ln Detailing flow (calls)	,027	,021	,161	1,321	,198
	Ln Journal advertising flow	-,002	,003	-,037	-,611	,546
	Ln Mailing flow	-,008	,004	-,125	-1,885	,070
	Ln Competitive global marketing expenditures flow	-,070	,033	-,204	-2,119	,043
	Ln Detailing stock (calls)	,424	,487	2,115	,871	,391
	Ln Other marketing expenditures stock	,015	,010	,171	1,482	,150
	Ln Competitive global marketing expenditures stock	,023	,045	,040	,504	,618
	Ln Average drug price per DDD	1,266	2,786	,300	,455	,653
	Ln Average competitors price per DDD	-3,716	5,151	-2,418	-,721	,477
	Drug age	,025	,019	3,033	1,307	,202
	Drug age^2	,000	,000	-3,842	-2,008	,055
	Ln Global marketing expenditures stock x Ln Average competitors price	,301	,417	2,163	,721	,477
	Quarter 2 (dummy)	,088	,038	,338	2,324	,028
	Quarter 3 (dummy)	,160	,056	,617	2,876	,008
	Quarter 4 (dummy)	,239	,085	,920	2,796	,009
	Year 2013 (dummy)	,264	,118	1,016	2,239	,034
	Year 2014 (dummy)	,618	,226	2,382	2,736	,011
	Year 2015 (dummy)	,927	,338	3,572	2,739	,011

a. Dependent Variable: Ln Sales in DDDs

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Average drug price per DDD, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Drug price x Ln Detailing flow

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	,999	,999	,011390297

a. Predictors: (Constant), Ln Average drug price per DDD, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,872	2	4,436	34191,447	,000[b]
	Residual	,006	45	,000		
	Total	8,878	47			

a. Dependent Variable: Ln Drug price x Ln Detailing flow

b. Predictors: (Constant), Ln Average drug price per DDD, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,227	,099		52,914	,000
	Ln Detailing flow (calls)	-,824	,004	-1,265	-214,708	,000
	Ln Average drug price per DDD	6,329	,095	,392	66,491	,000

a. Dependent Variable: Ln Drug price x Ln Detailing flow

5.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,931[a]	,868	,761	,037178017

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,236	21	,011	8,115	,000[b]
	Residual	,036	26	,001		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	23,253	6,930		3,355	,002
	Ln Sales in DDDs lagged one period	-,475	,137	-,484	-3,471	,002
	Ln Sales in DDDs lagged two periods	,144	,169	,158	,852	,402
	Ln Detailing flow (calls)	,008	,196	,039	,040	,969
	Ln Journal advertising flow	,006	,002	,307	3,720	,001
	Ln Mailing flow	-,007	,003	-,256	-2,403	,024
	Ln Competitive global marketing expenditures flow	-,049	,027	-,256	-1,807	,082
	Ln Detailing stock (calls)	-,241	,611	-,912	-,394	,697
	Ln Other marketing expenditures stock	,019	,042	,109	,450	,657
	Ln Competitive global marketing expenditures stock	-,044	,045	-,168	-,970	,341
	Ln Average competitors price per DDD	4,467	7,876	3,263	,567	,575
	Drug age	,001	,019	,276	,080	,937
	Drug age^2	,000	,000	-6,557	-2,585	,016
	Ln Drug price x Ln Detailing flow	-,012	,196	-,105	-,060	,953
	Ln Drug price x Ln Detailing stock	,158	,235	1,611	,674	,506
	Ln Global marketing expenditures stock x Ln Average competitors price	-,366	,611	-3,660	-,599	,554
	Quarter 2 (dummy)	,159	,041	,917	3,883	,001
	Quarter 3 (dummy)	,235	,063	1,355	3,734	,001
	Quarter 4 (dummy)	,392	,095	2,256	4,139	,000
	Year 2013 (dummy)	,468	,114	2,693	4,090	,000
	Year 2014 (dummy)	1,041	,236	5,992	4,419	,000
	Year 2015 (dummy)	1,811	,493	10,428	3,675	,001

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-17,062[b]	-1,404	,173	-,270	3,321E-5
	Ln Drug price x drug age	1,635[b]	,129	,899	,026	3,284E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,930[a]	,866	,757	,037452762

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,235	21	,011	7,979	,000[b]
	Residual	,036	26	,001		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	23,036	7,818		2,947	,007
	Ln Sales in DDDs lagged one period	-,470	,138	-,480	-3,402	,002
	Ln Sales in DDDs lagged two periods	,151	,172	,166	,877	,388
	Ln Detailing flow (calls)	,054	,218	,273	,249	,805
	Ln Journal advertising flow	,006	,002	,300	3,638	,001
	Ln Mailing flow	-,007	,003	-,259	-2,418	,023
	Ln Competitive global marketing expenditures flow	-,047	,028	-,243	-1,699	,101
	Ln Detailing stock (calls)	-,294	,641	-1,116	-,459	,650
	Ln Other marketing expenditures stock	,022	,042	,129	,530	,601
	Ln Competitive global marketing expenditures stock	-,049	,046	-,188	-1,067	,296
	Ln Average drug price per DDD	,562	2,164	,906	,260	,797
	Ln Average competitors price per DDD	3,290	7,809	2,403	,421	,677
	Drug age	-,003	,018	-,497	-,153	,879
	Drug age^2	,000	,000	-5,929	-2,504	,019
	Ln Drug price x Ln Detailing flow	,038	,220	,339	,171	,865
	Ln Global marketing expenditures stock x Ln Average competitors price	-,271	,605	-2,714	-,449	,657
	Quarter 2 (dummy)	,155	,041	,895	3,805	,001
	Quarter 3 (dummy)	,233	,063	1,340	3,673	,001
	Quarter 4 (dummy)	,391	,096	2,253	4,093	,000
	Year 2013 (dummy)	,465	,115	2,677	4,038	,000
	Year 2014 (dummy)	1,025	,236	5,903	4,345	,000
	Year 2015 (dummy)	1,717	,487	9,888	3,526	,002

a. Dependent Variable: Ln Sales in DDDs

5.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Ln Detailing flow (calls), Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990[a]	,980	,965	,066928399

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Ln Detailing flow (calls), Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,819	21	,277	61,862	,000[b]
	Residual	,116	26	,004		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Ln Detailing flow (calls), Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,293	3,993		-,073	,942
	Ln Sales in DDDs lagged one period	-,093	,135	-,091	-,689	,497
	Ln Sales in DDDs lagged two periods	,814	,166	,770	4,898	,000
	Ln Detailing flow (calls)	-,071	,132	-,423	-,536	,597
	Ln Mailing flow	,004	,007	,020	,530	,600
	Ln Competitive global marketing expenditures flow	,052	,063	,043	,832	,413
	Ln Detailing stock (calls)	,627	,336	2,149	1,866	,073
	Ln Other marketing expenditures stock	,026	,010	,151	2,704	,012
	Ln Competitive global marketing expenditures stock	,107	,137	,059	,780	,442
	Ln Average drug price per DDD	1,308	1,503	,604	,871	,392
	Ln Average competitors price per DDD	-12,718	2,693	-1,346	-4,722	,000
	Drug age^2	,000	,000	-2,598	-4,738	,000
	Ln Drug price x Ln Detailing flow	-,047	,085	-,380	-,546	,590
	Ln Drug price x Ln Detailing stock	-,012	,180	-,047	-,068	,947
	Ln Global marketing expenditures stock x Ln Average competitors price	,769	,182	2,022	4,235	,000
	Loss of exclusivity (dummy)	-,124	,075	-,176	-1,669	,107
	Quarter 2 (dummy)	,177	,069	,217	2,572	,016
	Quarter 3 (dummy)	,226	,097	,278	2,329	,028
	Quarter 4 (dummy)	,501	,141	,616	3,561	,001
	Year 2013 (dummy)	,864	,196	1,064	4,408	,000
	Year 2014 (dummy)	1,631	,379	2,008	4,298	,000
	Year 2015 (dummy)	2,204	,569	2,714	3,873	,001

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	2,129[b]	,614	,545	,122	6,428E-5
	Ln Drug price x drug age	,161[b]	,019	,985	,004	1,042E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Ln Detailing flow (calls), Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990[a]	,979	,962	,068845419

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,812	21	,277	58,397	,000[b]
	Residual	,123	26	,005		
	Total	5,936	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,066	4,293		1,180	,249
	Ln Sales in DDDs lagged one period	-,080	,139	-,078	-,580	,567
	Ln Sales in DDDs lagged two periods	,806	,171	,762	4,706	,000
	Ln Detailing flow (calls)	-,071	,136	-,426	-,524	,604
	Ln Mailing flow	,002	,007	,009	,224	,825
	Ln Competitive global marketing expenditures flow	,063	,064	,053	,987	,333
	Ln Detailing stock (calls)	,548	,343	1,877	1,600	,122
	Ln Other marketing expenditures stock	,028	,010	,162	2,819	,009
	Ln Competitive global marketing expenditures stock	,142	,140	,079	1,015	,319
	Ln Average drug price per DDD	1,330	1,546	,614	,860	,397
	Ln Average competitors price per DDD	-12,219	2,758	-1,293	-4,430	,000
	Drug age	-,064	,014	-2,528	-4,449	,000
	Ln Drug price x Ln Detailing flow	-,047	,088	-,382	-,533	,598
	Ln Drug price x Ln Detailing stock	-,067	,183	-,257	-,367	,717
	Ln Global marketing expenditures stock x Ln Average competitors price	,781	,187	2,052	4,172	,000
	Loss of exclusivity (dummy)	-,120	,077	-,170	-1,567	,129
	Quarter 2 (dummy)	,154	,068	,189	2,250	,033
	Quarter 3 (dummy)	,200	,097	,247	2,057	,050
	Quarter 4 (dummy)	,462	,141	,569	3,278	,003
	Year 2013 (dummy)	,827	,200	1,019	4,138	,000
	Year 2014 (dummy)	1,551	,385	1,910	4,025	,000
	Year 2015 (dummy)	2,093	,580	2,577	3,611	,001

a. Dependent Variable: Ln Sales in DDDs

5.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,990	,983	,062363801

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,766	20	,538	138,407	,000[b]
	Residual	,105	27	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,183	7,371		2,060	,049
	Ln Sales in DDDs lagged one period	,026	,178	,027	,149	,883
	Ln Sales in DDDs lagged two periods	,220	,227	,230	,971	,340
	Ln Detailing flow (calls)	,196	,106	,732	1,841	,077
	Ln Competitive global marketing expenditures flow	-,026	,056	-,016	-,461	,649
	Ln Detailing stock (calls)	,705	,417	1,436	1,689	,103
	Ln Other marketing expenditures stock	,003	,011	,017	,244	,809
	Ln Competitive global marketing expenditures stock	-,331	,181	-,138	-1,833	,078
	Ln Average drug price per DDD	-1,267	1,188	-,236	-1,066	,296
	Ln Average competitors price per DDD	-2,080	1,046	-,214	-1,988	,057
	Drug age^2	,000	,000	-1,117	-2,616	,014
	Ln Drug price x Ln Detailing flow	,146	,085	,655	1,717	,097
	Ln Drug price x Ln Detailing stock	,485	,314	1,167	1,544	,134
	Ln Global marketing expenditures stock x Ln Average competitors price	,069	,105	,157	,655	,518
	Loss of exclusivity (dummy)	-,193	,058	-,151	-3,323	,003
	Quarter 2 (dummy)	,073	,067	,067	1,086	,287
	Quarter 3 (dummy)	,119	,097	,108	1,226	,231
	Quarter 4 (dummy)	,238	,131	,216	1,813	,081
	Year 2013 (dummy)	,122	,195	,111	,625	,537
	Year 2014 (dummy)	,353	,350	,321	1,008	,322
	Year 2015 (dummy)	,614	,513	,559	1,197	,242

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,111[b]	-2,077	,048	-,377	5,264E-5
	Ln Drug price x drug age	2,759[b]	,525	,604	,102	1,332E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,991	,984	,060329002

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,773	20	,539	147,994	,000[b]
	Residual	,098	27	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153

a. Dependent Variable: Ln Sales in DDDs

5.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,994	,987	,061359564

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,524	20	,476	126,476	,000[b]
	Residual	,053	14	,004		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,654	6,003		-,442	,665
	Ln Sales in DDDs lagged one period	-,004	,082	-,018	-,052	,959
	Ln Sales in DDDs lagged two periods	,013	,018	,077	,728	,479
	Ln Detailing flow (calls)	,456	,592	,299	,770	,454
	Ln Journal advertising flow	,001	,007	,003	,087	,932
	Ln Mailing flow	-,001	,009	-,002	-,065	,949
	Ln Competitive global marketing expenditures flow	,019	,095	,013	,202	,843
	Ln Detailing stock (calls)	,183	,238	,265	,771	,454
	Ln Other marketing expenditures stock	,006	,021	,018	,261	,798
	Ln Competitive global marketing expenditures stock	,305	,242	,171	1,259	,229
	Ln Average drug price per DDD	-5,833	5,394	-,921	-1,081	,298
	Ln Average competitors price per DDD	-1,713	2,227	-,072	-,769	,455
	Drug age	,146	,045	2,814	3,273	,006
	Drug age^2	-,001	,000	-,862	-1,725	,106
	Ln Drug price x Ln Detailing flow	,409	,637	,558	,643	,531
	Ln Drug price x drug age	,064	,038	1,348	1,674	,116
	Quarter 2 (dummy)	,037	,059	,031	,629	,539
	Quarter 3 (dummy)	,033	,103	,027	,318	,755
	Quarter 4 (dummy)	,129	,147	,108	,880	,394
	Year 2014 (dummy)	,161	,253	,146	,637	,535
	Year 2015 (dummy)	,266	,503	,242	,530	,605

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	-13,419[b]	-1,841	,089	-,455	6,322E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	3,800[b]	1,298	,217	,339	4,373E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,994	,987	,061359564

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,524	20	,476	126,476	,000[b]
	Residual	,053	14	,004		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 2 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,654	6,003		-,442	,665
	Ln Sales in DDDs lagged one period	-,004	,082	-,018	-,052	,959
	Ln Sales in DDDs lagged two periods	,013	,018	,077	,728	,479
	Ln Detailing flow (calls)	,456	,592	,299	,770	,454
	Ln Journal advertising flow	,001	,007	,003	,087	,932
	Ln Mailing flow	-,001	,009	-,002	-,065	,949
	Ln Competitive global marketing expenditures flow	,019	,095	,013	,202	,843
	Ln Detailing stock (calls)	,183	,238	,265	,771	,454
	Ln Other marketing expenditures stock	,006	,021	,018	,261	,798
	Ln Competitive global marketing expenditures stock	,305	,242	,171	1,259	,229
	Ln Average drug price per DDD	-5,833	5,394	-,921	-1,081	,298
	Ln Average competitors price per DDD	-1,713	2,227	-,072	-,769	,455
	Drug age	,146	,045	2,814	3,273	,006
	Drug age^2	-,001	,000	-,862	-1,725	,106
	Ln Drug price x Ln Detailing flow	,409	,637	,558	,643	,531
	Ln Drug price x drug age	,064	,038	1,348	1,674	,116
	Quarter 2 (dummy)	,037	,059	,031	,629	,539
	Quarter 3 (dummy)	,033	,103	,027	,318	,755
	Quarter 4 (dummy)	,129	,147	,108	,880	,394
	Year 2014 (dummy)	,161	,253	,146	,637	,535
	Year 2015 (dummy)	,266	,503	,242	,530	,605

a. Dependent Variable: Ln Sales in DDDs

5.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740[a]	,548	,241	,076364419

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,198	19	,010	1,786	,080[b]
	Residual	,163	28	,006		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	29,226	7,737		3,778	,001
	Ln Sales in DDDs lagged one period	-,538	,199	-,539	-2,702	,012
	Ln Sales in DDDs lagged two periods	-,017	,231	-,017	-,075	,940
	Ln Journal advertising flow	,003	,004	,123	,723	,476
	Ln Mailing flow	-,002	,006	-,057	-,375	,711
	Ln Competitive global marketing expenditures flow	,027	,076	,107	,359	,722
	Ln Other marketing expenditures stock	,018	,049	,139	,375	,711
	Ln Competitive global marketing expenditures stock	-,057	,202	-,180	-,280	,782
	Ln Average drug price per DDD	-3,471	3,998	-,637	-,868	,393
	Drug age	-,079	,057	-12,549	-1,384	,177
	Drug age^2	,000	,000	7,676	,861	,397
	Ln Drug price x Ln Detailing flow	,054	,119	,110	,457	,651
	Ln Drug price x Ln Detailing stock	,223	,318	,356	,702	,488
	Ln Global marketing expenditures stock x Ln Average competitors price	,064	,152	,374	,418	,679
	Quarter 2 (dummy)	,108	,075	,537	1,430	,164
	Quarter 3 (dummy)	,235	,110	1,175	2,147	,041
	Quarter 4 (dummy)	,314	,158	1,569	1,987	,057
	Year 2013 (dummy)	,248	,224	1,238	1,108	,277
	Year 2014 (dummy)	,689	,403	3,440	1,709	,098
	Year 2015 (dummy)	1,024	,623	5,110	1,644	,111

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-1,776[b]	-,111	,912	-,021	6,574E-5
	Ln Detailing stock (calls)	-7,655[b]	-,301	,766	-,058	2,585E-5
	Ln Average competitors price per DDD	-13,383[b]	-,591	,560	-,113	3,220E-5
	Ln Drug price x drug age	31,278[b]	1,188	,245	,223	2,294E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Year 2013 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740[a]	,548	,241	,076373017

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,198	19	,010	1,785	,080[b]
	Residual	,163	28	,006		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,790	8,598		3,581	,001
	Ln Sales in DDDs lagged one period	-,540	,200	-,541	-2,700	,012
	Ln Sales in DDDs lagged two periods	-,020	,232	-,020	-,085	,933
	Ln Detailing flow (calls)	-,029	,062	-,144	-,462	,648
	Ln Journal advertising flow	,003	,004	,124	,726	,474
	Ln Mailing flow	-,002	,006	-,056	-,366	,717
	Ln Competitive global marketing expenditures flow	,027	,076	,107	,359	,722
	Ln Detailing stock (calls)	-,125	,166	-,547	-,753	,458
	Ln Other marketing expenditures stock	,018	,049	,138	,372	,713
	Ln Competitive global marketing expenditures stock	-,059	,203	-,188	-,291	,773
	Ln Average drug price per DDD	-1,031	2,165	-,189	-,476	,638
	Ln Average competitors price per DDD	,762	1,971	,365	,387	,702
	Drug age	-,080	,057	-12,851	-1,421	,166
	Drug age^2	,000	,000	7,950	,891	,381
	Quarter 2 (dummy)	,107	,075	,536	1,424	,165
	Quarter 3 (dummy)	,235	,110	1,174	2,148	,041
	Quarter 4 (dummy)	,314	,158	1,569	1,986	,057
	Year 2013 (dummy)	,246	,225	1,227	1,094	,283
	Year 2014 (dummy)	,686	,404	3,425	1,700	,100
	Year 2015 (dummy)	1,022	,623	5,104	1,642	,112

a. Dependent Variable: Ln Sales in DDDs

5.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,853[a]	,728	,526	,050296246

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,183	20	,009	3,608	,001[b]
	Residual	,068	27	,003		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,108	7,162		2,109	,044
	Ln Sales in DDDs lagged one period	-,577	,161	-,595	-3,577	,001
	Ln Sales in DDDs lagged two periods	-,051	,215	-,051	-,236	,815
	Ln Detailing flow (calls)	,471	,910	3,919	,518	,609
	Ln Journal advertising flow	-,001	,003	-,058	-,415	,682
	Ln Mailing flow	-,002	,013	-,028	-,191	,850
	Ln Competitive global marketing expenditures flow	,024	,045	,104	,537	,596
	Ln Detailing stock (calls)	,053	,074	,140	,716	,480
	Ln Other marketing expenditures stock	-,012	,020	-,120	-,635	,531
	Ln Competitive global marketing expenditures stock	,141	,118	,380	1,191	,244
	Ln Average drug price per DDD	6,163	11,751	1,551	,524	,604
	Drug age^2	,000	,000	-4,563	-1,082	,289
	Ln Drug price x Ln Detailing flow	-,726	1,429	-4,542	-,509	,615
	Ln Drug price x drug age	,007	,040	,668	,166	,869
	Ln Global marketing expenditures stock x Ln Average competitors price	,047	,020	3,333	2,385	,024
	Quarter 2 (dummy)	,142	,051	,848	2,783	,010
	Quarter 3 (dummy)	,218	,079	1,305	2,772	,010
	Quarter 4 (dummy)	,332	,118	1,991	2,814	,009
	Year 2013 (dummy)	,455	,154	2,723	2,958	,006
	Year 2014 (dummy)	,866	,295	5,188	2,937	,007
	Year 2015 (dummy)	1,239	,443	7,421	2,798	,009

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	19,934[b]	1,211	,237	,231	3,661E-5
	Drug age	,893[b]	,026	,979	,005	9,058E-6
	Ln Drug price x Ln Detailing stock	-24,659[b]	-1,168	,253	-,223	2,233E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,856[a]	,732	,534	,049860666

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,184	20	,009	3,695	,001[b]
	Residual	,067	27	,002		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,538	7,425		1,823	,079
	Ln Sales in DDDs lagged one period	-,581	,160	-,599	-3,622	,001
	Ln Sales in DDDs lagged two periods	-,059	,218	-,059	-,269	,790
	Ln Detailing flow (calls)	,576	,888	4,794	,648	,522
	Ln Journal advertising flow	-,001	,003	-,060	-,430	,671
	Ln Mailing flow	-,002	,013	-,028	-,185	,854
	Ln Competitive global marketing expenditures flow	,029	,047	,126	,625	,537
	Ln Detailing stock (calls)	,048	,073	,127	,654	,518
	Ln Other marketing expenditures stock	-,013	,019	-,126	-,672	,507
	Ln Competitive global marketing expenditures stock	,154	,121	,416	1,274	,213
	Ln Average drug price per DDD	8,206	10,752	2,066	,763	,452
	Ln Average competitors price per DDD	,622	,271	3,573	2,294	,030
	Drug age	,007	,040	1,343	,177	,861
	Drug age^2	,000	,000	-4,837	-,781	,442
	Ln Drug price x Ln Detailing flow	-,893	1,395	-5,584	-,640	,527
	Quarter 2 (dummy)	,143	,050	,857	2,838	,009
	Quarter 3 (dummy)	,219	,078	1,313	2,807	,009
	Quarter 4 (dummy)	,334	,119	2,002	2,808	,009
	Year 2013 (dummy)	,458	,155	2,744	2,958	,006
	Year 2014 (dummy)	,873	,298	5,232	2,936	,007
	Year 2015 (dummy)	1,243	,448	7,444	2,776	,010

a. Dependent Variable: Ln Sales in DDDs

5.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858[a]	,736	,523	,049820184

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	21	,009	3,452	,002[b]
	Residual	,065	26	,002		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,937	17,792		,671	,508
	Ln Sales in DDDs lagged one period	-,450	,156	-,463	-2,889	,008
	Ln Sales in DDDs lagged two periods	,036	,193	,036	,184	,856
	Ln Detailing flow (calls)	,766	,948	3,993	,808	,426
	Ln Journal advertising flow	,007	,002	,374	3,033	,005
	Ln Mailing flow	,004	,007	,088	,506	,617
	Ln Competitive global marketing expenditures flow	,076	,077	,367	,984	,334
	Ln Detailing stock (calls)	,264	2,177	,838	,121	,904
	Ln Other marketing expenditures stock	,037	,022	,289	1,699	,101
	Ln Competitive global marketing expenditures stock	-,083	,211	-,346	-,392	,698
	Ln Average drug price per DDD	-12,453	31,097	-3,101	-,400	,692
	Drug age	,038	,035	7,330	1,072	,294
	Drug age^2	,000	,000	-14,252	-2,064	,049
	Ln Drug price x Ln Detailing flow	1,544	1,852	3,813	,834	,412
	Ln Drug price x Ln Detailing stock	,296	4,164	,453	,071	,944
	Ln Global marketing expenditures stock x Ln Average competitors price	-,037	,088	-,172	-,426	,674
	Quarter 2 (dummy)	,102	,048	,618	2,104	,045
	Quarter 3 (dummy)	,215	,071	1,307	3,015	,006
	Quarter 4 (dummy)	,295	,106	1,792	2,781	,010
	Year 2013 (dummy)	,275	,148	1,667	1,862	,074
	Year 2014 (dummy)	,705	,273	4,277	2,586	,016
	Year 2015 (dummy)	1,144	,407	6,944	2,812	,009

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	-5,706[b]	-,370	,715	-,074	4,412E-5
	Ln Drug price x drug age	-28,278[b]	-1,924	,066	-,359	4,257E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858[a]	,736	,523	,049811467

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	21	,009	3,453	,002[b]
	Residual	,065	26	,002		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,034	17,800		,676	,505
	Ln Sales in DDDs lagged one period	-,449	,156	-,463	-2,890	,008
	Ln Sales in DDDs lagged two periods	,035	,193	,035	,183	,857
	Ln Detailing flow (calls)	,761	,950	3,967	,802	,430
	Ln Journal advertising flow	,007	,002	,373	3,030	,005
	Ln Mailing flow	,004	,007	,088	,508	,616
	Ln Competitive global marketing expenditures flow	,076	,077	,366	,983	,335
	Ln Detailing stock (calls)	,256	2,175	,811	,118	,907
	Ln Other marketing expenditures stock	,037	,022	,291	1,708	,100
	Ln Competitive global marketing expenditures stock	-,083	,211	-,345	-,391	,699
	Ln Average drug price per DDD	-12,130	31,106	-3,020	-,390	,700
	Ln Average competitors price per DDD	-,445	1,019	-,189	-,437	,666
	Drug age	,038	,035	7,321	1,071	,294
	Drug age^2	,000	,000	-14,236	-2,061	,049
	Ln Drug price x Ln Detailing flow	1,534	1,855	3,789	,827	,416
	Ln Drug price x Ln Detailing stock	,262	4,157	,401	,063	,950
	Quarter 2 (dummy)	,102	,048	,616	2,100	,046
	Quarter 3 (dummy)	,215	,072	1,305	3,009	,006
	Quarter 4 (dummy)	,295	,106	1,789	2,779	,010
	Year 2013 (dummy)	,274	,148	1,665	1,860	,074
	Year 2014 (dummy)	,704	,273	4,272	2,583	,016
	Year 2015 (dummy)	1,143	,407	6,937	2,809	,009

a. Dependent Variable: Ln Sales in DDDs

5.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,983[a]	,967	,942	,050979176

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,032	20	,102	39,089	,000[b]
	Residual	,070	27	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,243	23,265		-,096	,924
	Ln Sales in DDDs lagged one period	-,441	,184	-,470	-2,395	,024
	Ln Sales in DDDs lagged two periods	,060	,224	,069	,266	,792
	Ln Journal advertising flow	-,002	,004	-,025	-,434	,668
	Ln Mailing flow	,001	,010	,006	,121	,905
	Ln Competitive global marketing expenditures flow	-,032	,065	-,054	-,497	,623
	Ln Other marketing expenditures stock	,027	,027	,089	1,003	,325
	Ln Competitive global marketing expenditures stock	,044	,177	,063	,251	,804
	Ln Average drug price per DDD	-31,756	35,905	-,189	-,884	,384
	Ln Average competitors price per DDD	6,519	4,570	,695	1,426	,165
	Drug age	,002	,019	,125	,100	,921
	Drug age^2	,000	,000	-1,013	-1,698	,101
	Ln Drug price x Ln Detailing flow	-,046	,095	-,048	-,484	,632
	Ln Drug price x Ln Detailing stock	,184	,202	,145	,908	,372
	Ln Global marketing expenditures stock x Ln Average competitors price	-,516	,335	-,652	-1,538	,136
	Quarter 2 (dummy)	,133	,044	,276	3,029	,005
	Quarter 3 (dummy)	,169	,068	,349	2,472	,020
	Quarter 4 (dummy)	,298	,104	,618	2,877	,008
	Year 2013 (dummy)	,382	,145	,791	2,631	,014
	Year 2014 (dummy)	,717	,276	1,484	2,600	,015
	Year 2015 (dummy)	1,141	,397	2,360	2,875	,008

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-19,155[b]	-,498	,623	-,097	8,602E-7
	Ln Detailing stock (calls)	-13,176[b]	-,134	,894	-,026	1,334E-7
	Ln Drug price x drug age	81,691[b]	,573	,571	,112	6,244E-8

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,983[a]	,967	,942	,050980015

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,032	20	,102	39,087	,000[b]
	Residual	,070	27	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,424	23,222		-,061	,952
	Ln Sales in DDDs lagged one period	-,442	,184	-,470	-2,396	,024
	Ln Sales in DDDs lagged two periods	,060	,224	,069	,266	,792
	Ln Detailing flow (calls)	,030	,063	,049	,482	,634
	Ln Journal advertising flow	-,002	,004	-,025	-,435	,667
	Ln Mailing flow	,001	,010	,006	,121	,905
	Ln Competitive global marketing expenditures flow	-,032	,065	-,054	-,496	,624
	Ln Detailing stock (calls)	-,121	,134	-,154	-,908	,372
	Ln Other marketing expenditures stock	,027	,027	,089	1,003	,325
	Ln Competitive global marketing expenditures stock	,044	,177	,063	,250	,804
	Ln Average drug price per DDD	-30,522	35,664	-,182	-,856	,400
	Ln Average competitors price per DDD	6,519	4,573	,695	1,426	,165
	Drug age	,002	,019	,123	,098	,922
	Drug age^2	,000	,000	-1,011	-1,697	,101
	Ln Global marketing expenditures stock x Ln Average competitors price	-,516	,336	-,652	-1,538	,136
	Quarter 2 (dummy)	,133	,044	,276	3,030	,005
	Quarter 3 (dummy)	,169	,068	,349	2,472	,020
	Quarter 4 (dummy)	,298	,104	,618	2,877	,008
	Year 2013 (dummy)	,382	,145	,791	2,632	,014
	Year 2014 (dummy)	,717	,276	1,484	2,600	,015
	Year 2015 (dummy)	1,141	,397	2,360	2,875	,008

a. Dependent Variable: Ln Sales in DDDs

5.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,933[a]	,871	,775	,057271870

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,596	20	,030	9,088	,000[b]
	Residual	,089	27	,003		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,255	4,728		1,534	,137
	Ln Sales in DDDs lagged one period	-,104	,143	-,119	-,731	,471
	Ln Sales in DDDs lagged two periods	,312	,181	,408	1,719	,097
	Ln Detailing flow (calls)	-,385	,488	-1,746	-,790	,436
	Ln Journal advertising flow	,001	,003	,039	,328	,745
	Ln Mailing flow	-,008	,004	-,211	-1,948	,062
	Ln Competitive global marketing expenditures flow	,075	,047	,300	1,608	,119
	Ln Detailing stock (calls)	,244	,145	,946	1,685	,103
	Ln Other marketing expenditures stock	,008	,022	,052	,350	,729
	Ln Competitive global marketing expenditures stock	,146	,119	,460	1,224	,232
	Ln Average drug price per DDD	-6,482	5,499	-3,707	-1,179	,249
	Ln Average competitors price per DDD	,829	,358	2,882	2,319	,028
	Drug age^2	,000	,000	-3,309	-2,255	,032
	Ln Drug price x Ln Detailing flow	,682	,710	4,889	,960	,345
	Ln Drug price x drug age	,018	,028	1,103	,645	,524
	Quarter 2 (dummy)	,193	,051	,701	3,766	,001
	Quarter 3 (dummy)	,288	,080	1,046	3,627	,001
	Quarter 4 (dummy)	,441	,129	1,597	3,422	,002
	Year 2013 (dummy)	,593	,182	2,151	3,254	,003
	Year 2014 (dummy)	1,067	,350	3,868	3,050	,005
	Year 2015 (dummy)	1,531	,506	5,549	3,022	,005

a. Dependent Variable: Ln Sales in DDDs

6. Model 6

6.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2015 (dummy), Ln Sales in DDDs lagged one period[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,082141521

a. Predictors: (Constant), Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2015 (dummy), Ln Sales in DDDs lagged one period

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,270	21	4,680	693,549	,000[b]
	Residual	,175	26	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2015 (dummy), Ln Sales in DDDs lagged one period

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,750	2,723		1,377	,180
	Ln Sales in DDDs lagged one period	,246	,167	,247	1,470	,153
	Ln Sales in DDDs lagged two periods	,106	,133	,106	,796	,433
	Ln Global marketing expenditures flow	,032	,066	,010	,487	,630
	Ln Competitive global marketing expenditures flow	,032	,050	,009	,637	,530
	Ln Global marketing expenditures stock	,107	,109	,028	,986	,333
	Ln Competitive global marketing expenditures stock	,198	,158	,033	1,260	,219
	Ln Global marketing expenditures stock x Ln Average drug price	,015	,023	,047	,646	,524
	Ln Global marketing expenditures stock x Ln Average competitors price	-,173	,058	-,152	-2,980	,006
	Public reimbursement (dummy)	,455	,170	,152	2,675	,013
	Quarter 2 (dummy)	,107	,054	,032	1,983	,058
	Quarter 3 (dummy)	,210	,076	,063	2,778	,010
	Quarter 4 (dummy)	,369	,098	,112	3,775	,001
	Year 2013 (dummy)	,400	,130	,121	3,069	,005
	Year 2014 (dummy)	,750	,268	,227	2,796	,010
	Year 2015 (dummy)	1,297	,395	,392	3,280	,003
	Ipad / Tablet (% of times used in calls)	-,046	,702	-,001	-,066	,948
	Laptop based materials (% of times used in calls)	,193	,893	,002	,217	,830
	Printed material (% of times used in calls)	,241	,135	,024	1,791	,085
	Very useful (% of calls)	-,036	,264	-,002	-,136	,893
	Increase / Will begin to prescribe (% of calls)	,008	,231	,001	,034	,973
	Ln Avg number of products presented during the calls	-,237	,235	-,021	-1,011	,321

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,092[b]	,075	,941	,015	4,722E-5
	Ln Average competitors price per DDD	-,655[b]	-,598	,555	-,119	5,852E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average drug price, Year 2015 (dummy), Ln Sales in DDDs lagged one period

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,998	,997	,083419375

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,279	23	4,273	614,041	,000[b]
	Residual	,167	24	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures stock, Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Sales in DDDs lagged one period, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,697	3,406		1,673	,107
	Ln Sales in DDDs lagged one period	,244	,171	,245	1,426	,167
	Ln Sales in DDDs lagged two periods	,057	,148	,058	,387	,702
	Ln Global marketing expenditures flow	,009	,074	,003	,118	,907
	Ln Competitive global marketing expenditures flow	,038	,052	,010	,733	,471
	Ln Global marketing expenditures stock	-,039	,133	-,010	-,290	,774
	Ln Competitive global marketing expenditures stock	,208	,183	,035	1,138	,267
	Ln Average drug price per DDD	,180	,318	,046	,566	,576
	Ln Average competitors price per DDD	-2,234	,846	-,195	-2,641	,014
	Drug age	,012	,039	,115	,308	,760
	Drug age^2	6,716E-5	,000	,079	,283	,780
	Public reimbursement (dummy)	,452	,178	,151	2,537	,018
	Ipad / Tablet (% of times used in calls)	,016	,738	,000	,022	,983
	Laptop based materials (% of times used in calls)	,400	,939	,005	,426	,674
	Printed material (% of times used in calls)	,220	,157	,022	1,401	,174
	Very useful (% of calls)	-,146	,300	-,008	-,485	,632
	Increase / Will begin to prescribe (% of calls)	,095	,252	,006	,378	,709
	Ln Avg number of products presented during the calls	-,262	,240	-,024	-1,092	,285
	Quarter 2 (dummy)	,049	,081	,015	,604	,551
	Quarter 3 (dummy)	,101	,135	,030	,745	,463
	Quarter 4 (dummy)	,216	,184	,065	1,175	,251
	Year 2013 (dummy)	,223	,230	,067	,967	,343
	Year 2014 (dummy)	,386	,468	,117	,824	,418
	Year 2015 (dummy)	,740	,703	,224	1,052	,303

a. Dependent Variable: Ln Sales in DDDs

6.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,993	,986	,065815533

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,868	23	,646	149,234	,000[b]
	Residual	,104	24	,004		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,642	3,489		2,763	,011
	Ln Sales in DDDs lagged one period	-,251	,191	-,268	-1,313	,202
	Ln Sales in DDDs lagged two periods	,085	,198	,096	,428	,672
	Ln Global marketing expenditures flow	,001	,057	,001	,025	,981
	Ln Competitive global marketing expenditures flow	,047	,051	,046	,909	,372
	Ln Global marketing expenditures stock	,089	,186	,025	,476	,638
	Ln Competitive global marketing expenditures stock	,025	,102	,025	,243	,810
	Ln Average drug price per DDD	-,568	,645	-,122	-,881	,387
	Ln Average competitors price per DDD	,058	,240	,038	,243	,810
	Drug age	,098	,063	2,428	1,561	,132
	Drug age^2	-,001	,000	-2,251	-1,981	,059
	Public reimbursement (dummy)	-,104	,108	-,089	-,964	,345
	Ipad / Tablet (% of times used in calls)	,649	,399	,053	1,628	,117
	Laptop based materials (% of times used in calls)	-,537	,612	-,030	-,876	,390
	Printed material (% of times used in calls)	,336	,118	,091	2,839	,009
	Very useful (% of calls)	,031	,206	,005	,151	,881
	Increase / Will begin to prescribe (% of calls)	-8,198E-5	,214	,000	,000	1,000
	Ln Avg number of products presented during the calls	-,049	,207	-,006	-,237	,814
	Quarter 2 (dummy)	,074	,061	,057	1,216	,236
	Quarter 3 (dummy)	,206	,097	,159	2,113	,045
	Quarter 4 (dummy)	,376	,134	,292	2,814	,010
	Year 2013 (dummy)	,457	,183	,354	2,493	,020
	Year 2014 (dummy)	,892	,357	,691	2,495	,020
	Year 2015 (dummy)	1,217	,536	,943	2,270	,032

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	3,699[b]	,846	,406	,174	1,532E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	5,684[b]	1,358	,188	,272	1,595E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2, Drug age

6.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Printed material (% of times used in calls), Public reimbursement (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 4 (dummy)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Quarter 3 (dummy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Quarter 3 (dummy)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	43,091	,000		.	.
	Ln Sales in DDDs lagged one period	,048	,000	,079	.	.
	Ln Sales in DDDs lagged two periods	,124	,000	,253	.	.
	Ln Global marketing expenditures flow	,076	,000	,014	.	.
	Ln Competitive global marketing expenditures flow	-,677	,000	-,071	.	.
	Ln Competitive global marketing expenditures stock	-2,435	,000	-,099	.	.
	Ln Average drug price per DDD	4,801	,000	,141	.	.
	Public reimbursement (dummy)	5,636	,000	,658	.	.
	Ipad / Tablet (% of times used in calls)	-2,752	,000	-,075	.	.
	Laptop based materials (% of times used in calls)	-6,703	,000	-,091	.	.
	Printed material (% of times used in calls)	-2,850	,000	-,132	.	.
	Very useful (% of calls)	,840	,000	,041	.	.
	Increase / Will begin to prescribe (% of calls)	,257	,000	,012	.	.
	Ln Avg number of products presented during the calls	1,213	,000	,071	.	.
	Quarter 2 (dummy)	,441	,000	,084	.	.
	Quarter 3 (dummy)	-,009	,000	-,002	.	.
	Quarter 4 (dummy)	,295	,000	,071	.	.
	Year 2015 (dummy)	,742	,000	,178	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Quarter 3 (dummy)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period[b]	.	Enter

a. Dependent Variable: Ln Average competitors price per DDD

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944[a]	,891	,867	,015471813

a. Predictors: (Constant), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,027	3	,009	37,976	,000[b]
	Residual	,003	14	,000		
	Total	,031	17			

a. Dependent Variable: Ln Average competitors price per DDD

b. Predictors: (Constant), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,922	,139		6,622	,000
	Ln Sales in DDDs lagged one period	-,004	,005	-,298	-,784	,446
	Ln Sales in DDDs lagged two periods	-,006	,003	-,551	-1,896	,079
	Ln Average drug price per DDD	,096	,130	,135	,739	,472

a. Dependent Variable: Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period[b]	.	Enter

a. Dependent Variable: Ln Average competitors price per DDD

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993[a]	,986	,982	,005719572

a. Predictors: (Constant), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,030	4	,008	230,774	,000[b]
	Residual	,000	13	,000		
	Total	,031	17			

a. Dependent Variable: Ln Average competitors price per DDD

b. Predictors: (Constant), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,059	,053		19,805	,000
	Ln Sales in DDDs lagged one period	-,005	,002	-,360	-2,558	,024
	Ln Sales in DDDs lagged two periods	-,001	,001	-,135	-1,166	,265
	Ln Average drug price per DDD	,072	,048	,101	1,502	,157
	Drug age	-,004	,000	-,491	-9,457	,000

a. Dependent Variable: Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Drug age[b]	.	Enter

a. Dependent Variable: Ln Average competitors price per DDD

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914[a]	,835	,825	,017769955

a. Predictors: (Constant), Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	1	,026	80,978	,000[b]
	Residual	,005	16	,000		
	Total	,031	17			

a. Dependent Variable: Ln Average competitors price per DDD

b. Predictors: (Constant), Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,189	,031		37,920	,000
	Drug age	-,007	,001	-,914	-8,999	,000

a. Dependent Variable: Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,605	,000		.	.
	Ln Sales in DDDs lagged one period	,016	,000	,025	.	.
	Ln Sales in DDDs lagged two periods	,123	,000	,250	.	.
	Ln Global marketing expenditures flow	,141	,000	,025	.	.
	Ln Competitive global marketing expenditures flow	-,243	,000	-,026	.	.
	Ln Average drug price per DDD	2,439	,000	,072	.	.
	Drug age	,046	,000	,122	.	.
	Public reimbursement (dummy)	5,588	,000	,652	.	.
	Ipad / Tablet (% of times used in calls)	-,883	,000	-,024	.	.
	Laptop based materials (% of times used in calls)	-3,694	,000	-,050	.	.
	Printed material (% of times used in calls)	-,853	,000	-,039	.	.
	Very useful (% of calls)	,526	,000	,026	.	.
	Increase / Will begin to prescribe (% of calls)	,239	,000	,011	.	.
	Ln Avg number of products presented during the calls	,404	,000	,024	.	.
	Quarter 2 (dummy)	,230	,000	,044	.	.
	Quarter 3 (dummy)	,234	,000	,056	.	.
	Quarter 4 (dummy)	,372	,000	,090	.	.
	Year 2015 (dummy)	,827	,000	,199	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,605	,000		.	.
	Ln Sales in DDDs lagged one period	,016	,000	,025	.	.
	Ln Sales in DDDs lagged two periods	,123	,000	,250	.	.
	Ln Global marketing expenditures flow	,141	,000	,025	.	.
	Ln Competitive global marketing expenditures flow	-,243	,000	-,026	.	.
	Ln Average drug price per DDD	2,439	,000	,072	.	.
	Drug age	,046	,000	,122	.	.
	Public reimbursement (dummy)	5,588	,000	,652	.	.
	Ipad / Tablet (% of times used in calls)	-,883	,000	-,024	.	.
	Laptop based materials (% of times used in calls)	-3,694	,000	-,050	.	.
	Printed material (% of times used in calls)	-,853	,000	-,039	.	.
	Very useful (% of calls)	,526	,000	,026	.	.
	Increase / Will begin to prescribe (% of calls)	,239	,000	,011	.	.
	Ln Avg number of products presented during the calls	,404	,000	,024	.	.
	Quarter 2 (dummy)	,230	,000	,044	.	.
	Quarter 3 (dummy)	,234	,000	,056	.	.
	Quarter 4 (dummy)	,372	,000	,090	.	.
	Year 2015 (dummy)	,827	,000	,199	.	.

a. Dependent Variable: Ln Sales in DDDs

6.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,909[a]	,826	,674	,048837185

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,284	22	,013	5,409	,000[b]
	Residual	,060	25	,002		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,921	6,595		3,476	,002
	Ln Sales in DDDs lagged one period	-,474	,169	-,471	-2,802	,010
	Ln Sales in DDDs lagged two periods	,109	,217	,114	,502	,620
	Ln Global marketing expenditures flow	,021	,056	,066	,383	,705
	Ln Competitive global marketing expenditures flow	-,027	,074	-,075	-,367	,716
	Ln Global marketing expenditures stock	,194	,219	,205	,888	,383
	Ln Competitive global marketing expenditures stock	-,028	,185	-,054	-,153	,880
	Ln Average drug price per DDD	9,171	5,516	4,106	1,663	,109
	Ln Average competitors price per DDD	-23,990	14,798	-7,524	-1,621	,118
	Drug age	-,017	,026	-2,714	-,644	,526
	Drug age^2	,000	,000	-3,601	-1,079	,291
	Ipad / Tablet (% of times used in calls)	,186	,176	,155	1,057	,301
	Laptop based materials (% of times used in calls)	,397	,410	,118	,967	,343
	Printed material (% of times used in calls)	,149	,077	,259	1,943	,063
	Very useful (% of calls)	-,002	,172	-,002	-,012	,991
	Increase / Will begin to prescribe (% of calls)	-,056	,119	-,064	-,467	,644
	Ln Avg number of products presented during the calls	-,060	,114	-,076	-,522	,607
	Quarter 2 (dummy)	,171	,052	,873	3,301	,003
	Quarter 3 (dummy)	,300	,072	1,538	4,152	,000
	Quarter 4 (dummy)	,435	,108	2,226	4,039	,000
	Year 2013 (dummy)	,504	,158	2,580	3,181	,004
	Year 2014 (dummy)	,356	,463	1,822	,769	,449
	Year 2015 (dummy)	,823	,571	4,214	1,443	,162

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	4,368[b]	,122	,904	,025	5,653E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	13,097[b]	,390	,700	,079	6,379E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Drug age, Ln Average competitors price per DDD

6.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,900[a]	,810	,643	,043875426

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,205	22	,009	4,852	,000[b]
	Residual	,048	25	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,755	5,756		4,648	,000
	Ln Sales in DDDs lagged one period	-,459	,162	-,450	-2,839	,009
	Ln Sales in DDDs lagged two periods	-,055	,202	-,056	-,273	,787
	Ln Global marketing expenditures flow	,036	,061	,162	,593	,558
	Ln Competitive global marketing expenditures flow	,016	,061	,046	,257	,799
	Ln Global marketing expenditures stock	-,138	,131	-,501	-1,051	,303
	Ln Competitive global marketing expenditures stock	,132	,202	,209	,651	,521
	Ln Average drug price per DDD	-19,519	10,636	-6,581	-1,835	,078
	Ln Average competitors price per DDD	4,207	2,813	1,850	1,495	,147
	Drug age	-,026	,021	-5,026	-1,248	,224
	Drug age^2	-4,609E-5	,000	-1,138	-,357	,724
	Ipad / Tablet (% of times used in calls)	,187	,187	,232	1,002	,326
	Laptop based materials (% of times used in calls)	-,151	,390	-,051	-,388	,701
	Printed material (% of times used in calls)	,136	,080	,247	1,691	,103
	Very useful (% of calls)	-,095	,153	-,088	-,618	,542
	Increase / Will begin to prescribe (% of calls)	-,058	,112	-,059	-,522	,606
	Ln Avg number of products presented during the calls	-,133	,161	-,151	-,823	,419
	Quarter 2 (dummy)	,102	,044	,606	2,321	,029
	Quarter 3 (dummy)	,235	,067	1,400	3,510	,002
	Quarter 4 (dummy)	,344	,101	2,050	3,401	,002
	Year 2013 (dummy)	,379	,147	2,256	2,577	,016
	Year 2014 (dummy)	,184	,374	1,096	,493	,627
	Year 2015 (dummy)	,483	,478	2,878	1,011	,322

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-20,779[b]	-,549	,588	-,111	5,456E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-21,142[b]	-,616	,544	-,125	6,600E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

6.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,953[a]	,909	,828	,039467996

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,387	22	,018	11,305	,000[b]
	Residual	,039	25	,002		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,201	5,600		3,786	,001
	Ln Sales in DDDs lagged one period	-,612	,165	-,646	-3,699	,001
	Ln Sales in DDDs lagged two periods	-,175	,221	-,198	-,793	,435
	Ln Global marketing expenditures flow	-,099	,038	-,266	-2,614	,015
	Ln Competitive global marketing expenditures flow	,120	,057	,310	2,101	,046
	Ln Global marketing expenditures stock	,121	,119	,129	1,013	,321
	Ln Competitive global marketing expenditures stock	-,022	,190	-,042	-,115	,909
	Ln Average drug price per DDD	2,598	6,426	,681	,404	,689
	Ln Average competitors price per DDD	-,435	2,146	-,141	-,203	,841
	Drug age	,026	,021	3,804	1,238	,227
	Drug age^2	,000	,000	-4,367	-2,172	,040
	Ipad / Tablet (% of times used in calls)	-,305	,236	-,127	-1,293	,208
	Laptop based materials (% of times used in calls)	-,280	,453	-,061	-,618	,542
	Printed material (% of times used in calls)	,059	,066	,092	,898	,378
	Very useful (% of calls)	,154	,100	,122	1,545	,135
	Increase / Will begin to prescribe (% of calls)	-,044	,115	-,029	-,382	,706
	Ln Avg number of products presented during the calls	-,131	,105	-,128	-1,248	,224
	Quarter 2 (dummy)	,078	,045	,358	1,718	,098
	Quarter 3 (dummy)	,122	,067	,560	1,829	,079
	Quarter 4 (dummy)	,191	,094	,877	2,032	,053
	Year 2013 (dummy)	,213	,132	,979	1,617	,118
	Year 2014 (dummy)	,469	,347	2,153	1,352	,189
	Year 2015 (dummy)	,666	,460	3,061	1,448	,160

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-13,050[b]	-,976	,339	-,195	2,047E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	-13,778[b]	-1,096	,284	-,218	2,295E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock, Ln Global marketing expenditures flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age

6.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993[a]	,986	,961	,159357104

a. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,793	20	1,040	40,940	,000[b]
	Residual	,305	12	,025		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,580	87,804		,291	,776
	Ln Sales in DDDs lagged one period	,008	,057	,024	,148	,885
	Ln Sales in DDDs lagged two periods	9,019E-5	,032	,000	,003	,998
	Ln Global marketing expenditures flow	,099	,164	,056	,603	,558
	Ln Competitive global marketing expenditures flow	,115	,256	,051	,450	,661
	Ln Competitive global marketing expenditures stock	,783	,507	,295	1,545	,148
	Ln Average competitors price per DDD	-201,503	446,688	-,176	-,451	,660
	Drug age	,169	,107	2,017	1,581	,140
	Drug age^2	-,002	,001	-1,524	-1,671	,121
	Ln Global marketing expenditures stock x Ln Average competitors price	3,013	2,234	,257	1,349	,202
	Ipad / Tablet (% of times used in calls)	,098	1,368	,008	,072	,944
	Laptop based materials (% of times used in calls)	,114	2,250	,003	,051	,960
	Printed material (% of times used in calls)	,350	,687	,032	,510	,620
	Very useful (% of calls)	1,181	,594	,122	1,987	,070
	Increase / Will begin to prescribe (% of calls)	,390	,656	,055	,594	,564
	Ln Avg number of products presented during the calls	-,753	,971	-,095	-,776	,453
	Quarter 2 (dummy)	,247	,186	,138	1,332	,208
	Quarter 3 (dummy)	,832	,307	,463	2,707	,019
	Quarter 4 (dummy)	,936	,407	,521	2,300	,040
	Year 2014 (dummy)	1,079	1,090	,649	,990	,342
	Year 2015 (dummy)	2,117	1,722	1,273	1,229	,243

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	-51,376[b]	-,980	,348	-,283	4,395E-7
	Ln Global marketing expenditures stock x Ln Average drug price	-51,213[b]	-,975	,351	-,282	4,380E-7

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993[a]	,986	,961	,159423478

a. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,793	20	1,040	40,905	,000[b]
	Residual	,305	12	,025		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,666	86,786		,204	,842
	Ln Sales in DDDs lagged one period	,009	,057	,024	,150	,883
	Ln Sales in DDDs lagged two periods	5,829E-5	,032	,000	,002	,999
	Ln Global marketing expenditures flow	,099	,164	,056	,603	,558
	Ln Competitive global marketing expenditures flow	,115	,256	,051	,448	,662
	Ln Global marketing expenditures stock	,594	,441	,265	1,345	,204
	Ln Competitive global marketing expenditures stock	,783	,507	,296	1,545	,148
	Ln Average competitors price per DDD	-161,322	440,611	-,141	-,366	,721
	Drug age	,170	,107	2,022	1,586	,139
	Drug age^2	-,002	,001	-1,531	-1,681	,119
	Ipad / Tablet (% of times used in calls)	,099	1,368	,008	,072	,944
	Laptop based materials (% of times used in calls)	,114	2,251	,003	,051	,960
	Printed material (% of times used in calls)	,350	,687	,032	,510	,620
	Very useful (% of calls)	1,179	,594	,122	1,984	,071
	Increase / Will begin to prescribe (% of calls)	,387	,656	,054	,590	,566
	Ln Avg number of products presented during the calls	-,756	,971	-,096	-,778	,451
	Quarter 2 (dummy)	,247	,186	,138	1,332	,208
	Quarter 3 (dummy)	,832	,307	,463	2,706	,019
	Quarter 4 (dummy)	,936	,407	,521	2,299	,040
	Year 2014 (dummy)	1,078	1,090	,649	,989	,342
	Year 2015 (dummy)	2,117	1,723	1,274	1,229	,243

a. Dependent Variable: Ln Sales in DDDs

6.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761[a]	,580	,210	,052481555

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,095	22	,004	1,568	,139[b]
	Residual	,069	25	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,418	6,182		2,332	,028
	Ln Sales in DDDs lagged one period	-,428	,199	-,417	-2,144	,042
	Ln Sales in DDDs lagged two periods	-,104	,216	-,103	-,479	,636
	Ln Global marketing expenditures flow	,061	,040	,331	1,506	,144
	Ln Competitive global marketing expenditures flow	,018	,066	,074	,275	,785
	Ln Global marketing expenditures stock	,158	,183	,416	,862	,397
	Ln Competitive global marketing expenditures stock	,313	,298	,905	1,050	,304
	Drug age	-,012	,017	-2,886	-,724	,476
	Drug age^2	6,359E-5	,000	1,564	,507	,616
	Ln Global marketing expenditures stock x Ln Average drug price	-,449	,716	-2,096	-,627	,536
	Ln Global marketing expenditures stock x Ln Average competitors price	,040	,324	,222	,124	,903
	Ipad / Tablet (% of times used in calls)	-,007	,101	-,010	-,069	,946
	Laptop based materials (% of times used in calls)	,034	,274	,023	,123	,903
	Printed material (% of times used in calls)	,040	,068	,113	,585	,564
	Very useful (% of calls)	,071	,095	,123	,742	,465
	Increase / Will begin to prescribe (% of calls)	-,002	,078	-,005	-,032	,975
	Ln Avg number of products presented during the calls	-,009	,104	-,016	-,090	,929
	Quarter 2 (dummy)	,028	,050	,208	,563	,578
	Quarter 3 (dummy)	,093	,081	,690	1,155	,259
	Quarter 4 (dummy)	,117	,115	,869	1,024	,316
	Year 2013 (dummy)	,093	,148	,690	,630	,534
	Year 2014 (dummy)	,015	,336	,112	,045	,965
	Year 2015 (dummy)	,109	,461	,810	,237	,815

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-22,357[b]	-1,265	,218	-,250	5,254E-5
	Ln Average competitors price per DDD	-35,849[b]	-2,020	,055	-,381	4,753E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Global marketing expenditures stock x Ln Average drug price, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,764[a]	,584	,218	,052204638

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,096	22	,004	1,597	,129[b]
	Residual	,068	25	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,048	6,393		2,510	,019
	Ln Sales in DDDs lagged one period	-,432	,199	-,421	-2,176	,039
	Ln Sales in DDDs lagged two periods	-,105	,215	-,105	-,487	,630
	Ln Global marketing expenditures flow	,059	,040	,325	1,494	,148
	Ln Competitive global marketing expenditures flow	,018	,066	,072	,269	,790
	Ln Global marketing expenditures stock	,039	,127	,103	,310	,759
	Ln Competitive global marketing expenditures stock	,317	,296	,916	1,068	,296
	Ln Average drug price per DDD	-6,123	8,767	-2,545	-,698	,491
	Ln Average competitors price per DDD	,692	3,983	,340	,174	,863
	Drug age	-,012	,017	-2,858	-,720	,478
	Drug age^2	5,947E-5	,000	1,463	,473	,640
	Ipad / Tablet (% of times used in calls)	-,010	,101	-,015	-,100	,921
	Laptop based materials (% of times used in calls)	,033	,273	,022	,120	,906
	Printed material (% of times used in calls)	,038	,068	,109	,567	,576
	Very useful (% of calls)	,069	,095	,120	,731	,471
	Increase / Will begin to prescribe (% of calls)	-,004	,078	-,009	-,058	,954
	Ln Avg number of products presented during the calls	-,008	,103	-,014	-,080	,937
	Quarter 2 (dummy)	,027	,050	,202	,547	,589
	Quarter 3 (dummy)	,093	,080	,689	1,157	,258
	Quarter 4 (dummy)	,119	,114	,883	1,043	,307
	Year 2013 (dummy)	,093	,147	,686	,630	,534
	Year 2014 (dummy)	,000	,333	-,003	-,001	,999
	Year 2015 (dummy)	,099	,455	,735	,218	,829

a. Dependent Variable: Ln Sales in DDDs

6.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average drug price, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966[a]	,933	,869	,041130044

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average drug price, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	23	,025	14,540	,000[b]
	Residual	,041	24	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average drug price, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	29,541	4,923		6,001	,000
	Ln Sales in DDDs lagged one period	-,739	,169	-,731	-4,386	,000
	Ln Sales in DDDs lagged two periods	-,308	,223	-,319	-1,380	,180
	Ln Global marketing expenditures flow	,019	,023	,110	,831	,414
	Ln Competitive global marketing expenditures flow	-,065	,033	-,190	-1,991	,058
	Ln Competitive global marketing expenditures stock	-,008	,058	-,014	-,142	,889
	Ln Average drug price per DDD	6,712	6,683	1,589	1,004	,325
	Ln Average competitors price per DDD	-3,240	4,653	-2,108	-,696	,493
	Drug age	,035	,024	4,280	1,433	,165
	Drug age^2	,000	,000	-4,810	-1,956	,062
	Ln Global marketing expenditures stock x Ln Average drug price	-,507	,542	-1,102	-,935	,359
	Ln Global marketing expenditures stock x Ln Average competitors price	,265	,378	1,905	,700	,491
	Ipad / Tablet (% of times used in calls)	,080	,139	,054	,576	,570
	Laptop based materials (% of times used in calls)	,195	,189	,082	1,030	,313
	Printed material (% of times used in calls)	,014	,061	,019	,238	,814
	Very useful (% of calls)	-,121	,072	-,145	-1,673	,107
	Increase / Will begin to prescribe (% of calls)	,003	,053	,003	,047	,963
	Ln Avg number of products presented during the calls	,097	,071	,125	1,364	,185
	Quarter 2 (dummy)	,108	,041	,416	2,662	,014
	Quarter 3 (dummy)	,164	,062	,630	2,629	,015
	Quarter 4 (dummy)	,248	,094	,955	2,647	,014
	Year 2013 (dummy)	,244	,131	,939	1,855	,076
	Year 2014 (dummy)	,550	,248	2,121	2,216	,036
	Year 2015 (dummy)	,848	,372	3,266	2,282	,032

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	8,656[b]	,567	,576	,117	1,231E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average drug price, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965[a]	,932	,872	,040694346

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,565	22	,026	15,506	,000[b]
	Residual	,041	25	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,336	4,682		6,052	,000
	Ln Sales in DDDs lagged one period	-,733	,167	-,725	-4,402	,000
	Ln Sales in DDDs lagged two periods	-,314	,221	-,325	-1,421	,168
	Ln Global marketing expenditures flow	,019	,023	,112	,852	,402
	Ln Competitive global marketing expenditures flow	-,061	,032	-,178	-1,919	,066
	Ln Global marketing expenditures stock	,108	,043	,521	2,516	,019
	Ln Competitive global marketing expenditures stock	,013	,051	,023	,254	,802
	Ln Average drug price per DDD	1,065	2,729	,252	,390	,700
	Ln Average competitors price per DDD	,015	,239	,010	,062	,951
	Drug age	,034	,024	4,197	1,420	,168
	Drug age^2	,000	,000	-4,543	-1,906	,068
	Ipad / Tablet (% of times used in calls)	,096	,135	,064	,708	,485
	Laptop based materials (% of times used in calls)	,177	,186	,074	,953	,350
	Printed material (% of times used in calls)	,013	,060	,017	,217	,830
	Very useful (% of calls)	-,118	,071	-,142	-1,654	,111
	Increase / Will begin to prescribe (% of calls)	-,002	,052	-,003	-,039	,970
	Ln Avg number of products presented during the calls	,104	,070	,133	1,478	,152
	Quarter 2 (dummy)	,104	,040	,402	2,620	,015
	Quarter 3 (dummy)	,161	,061	,619	2,614	,015
	Quarter 4 (dummy)	,240	,092	,926	2,608	,015
	Year 2013 (dummy)	,233	,129	,898	1,800	,084
	Year 2014 (dummy)	,533	,245	2,054	2,178	,039
	Year 2015 (dummy)	,834	,367	3,213	2,270	,032

a. Dependent Variable: Ln Sales in DDDs

6.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894[a]	,799	,623	,046685650

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	22	,010	4,526	,000[b]
	Residual	,054	25	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,704	5,447		3,801	,001
	Ln Sales in DDDs lagged one period	-,495	,175	-,504	-2,819	,009
	Ln Sales in DDDs lagged two periods	,093	,242	,102	,384	,704
	Ln Global marketing expenditures flow	,001	,051	,007	,028	,978
	Ln Competitive global marketing expenditures flow	-,045	,035	-,230	-1,268	,216
	Ln Global marketing expenditures stock	,088	,220	,314	,399	,693
	Ln Competitive global marketing expenditures stock	-,030	,063	-,113	-,472	,641
	Ln Average competitors price per DDD	-,056	,410	-,041	-,137	,892
	Drug age	-,010	,028	-1,759	-,338	,738
	Drug age^2	,000	,000	-3,587	-1,039	,309
	Ln Global marketing expenditures stock x Ln Average drug price	,027	,116	,469	,231	,819
	Ipad / Tablet (% of times used in calls)	,170	,218	,111	,780	,443
	Laptop based materials (% of times used in calls)	-1,152	,711	-,207	-1,621	,118
	Printed material (% of times used in calls)	,115	,115	,202	1,004	,325
	Very useful (% of calls)	-,031	,140	-,027	-,218	,829
	Increase / Will begin to prescribe (% of calls)	,067	,140	,069	,480	,635
	Ln Avg number of products presented during the calls	,038	,120	,039	,312	,757
	Quarter 2 (dummy)	,143	,058	,822	2,459	,021
	Quarter 3 (dummy)	,202	,084	1,160	2,413	,023
	Quarter 4 (dummy)	,347	,133	2,000	2,618	,015
	Year 2013 (dummy)	,456	,162	2,626	2,811	,009
	Year 2014 (dummy)	,882	,341	5,078	2,590	,016
	Year 2015 (dummy)	1,374	,647	7,911	2,123	,044

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	11,013[b]	,574	,572	,116	2,238E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	11,169[b]	,997	,329	,199	6,400E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average drug price, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894[a]	,800	,623	,046650495

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	22	,010	4,534	,000[b]
	Residual	,054	25	,002		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Quarter 2 (dummy), Year 2014 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,002	5,018		4,186	,000
	Ln Sales in DDDs lagged one period	-,494	,175	-,504	-2,819	,009
	Ln Sales in DDDs lagged two periods	,095	,242	,104	,391	,699
	Ln Global marketing expenditures flow	,002	,051	,009	,038	,970
	Ln Competitive global marketing expenditures flow	-,045	,035	-,231	-1,278	,213
	Ln Global marketing expenditures stock	,064	,159	,230	,405	,689
	Ln Competitive global marketing expenditures stock	-,028	,063	-,107	-,440	,663
	Ln Average drug price per DDD	,442	1,465	,712	,302	,765
	Ln Average competitors price per DDD	-,075	,405	-,055	-,186	,854
	Drug age	-,009	,027	-1,737	-,349	,730
	Drug age^2	,000	,000	-3,595	-1,131	,269
	Ipad / Tablet (% of times used in calls)	,170	,218	,111	,782	,442
	Laptop based materials (% of times used in calls)	-1,155	,710	-,208	-1,627	,116
	Printed material (% of times used in calls)	,114	,114	,201	1,003	,325
	Very useful (% of calls)	-,029	,140	-,026	-,209	,836
	Increase / Will begin to prescribe (% of calls)	,064	,139	,065	,459	,650
	Ln Avg number of products presented during the calls	,038	,120	,039	,314	,756
	Quarter 2 (dummy)	,144	,058	,830	2,495	,020
	Quarter 3 (dummy)	,203	,083	1,169	2,435	,022
	Quarter 4 (dummy)	,349	,133	2,010	2,630	,014
	Year 2013 (dummy)	,458	,162	2,636	2,823	,009
	Year 2014 (dummy)	,888	,340	5,111	2,608	,015
	Year 2015 (dummy)	1,403	,646	8,081	2,172	,040

a. Dependent Variable: Ln Sales in DDDs

6.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974[a]	,949	,796	,102455711

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,371	21	,065	6,218	,010[b]
	Residual	,073	7	,010		
	Total	1,444	28			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,090	19,167		,892	,402
	Ln Sales in DDDs lagged one period	-,445	,573	-,390	-,776	,463
	Ln Sales in DDDs lagged two periods	,337	,706	,305	,478	,647
	Ln Global marketing expenditures flow	-,044	,057	-,251	-,775	,464
	Ln Competitive global marketing expenditures flow	,025	,148	,031	,172	,869
	Ln Global marketing expenditures stock	,249	,852	1,159	,293	,778
	Ln Competitive global marketing expenditures stock	,285	,377	,204	,756	,474
	Ln Average drug price per DDD	-2,334	6,824	-1,760	-,342	,742
	Ln Average competitors price per DDD	-4,436	6,391	-,614	-,694	,510
	Drug age	-,066	,044	-3,226	-1,497	,178
	Ln Global marketing expenditures stock x Ln Average drug price	,275	,721	1,499	,381	,715
	Ipad / Tablet (% of times used in calls)	,135	,154	,156	,880	,408
	Printed material (% of times used in calls)	-,016	,103	-,026	-,157	,880
	Very useful (% of calls)	-,004	,122	-,007	-,031	,976
	Increase / Will begin to prescribe (% of calls)	,007	,146	,012	,048	,963
	Ln Avg number of products presented during the calls	,019	,088	,035	,216	,835
	Quarter 2 (dummy)	,040	,247	,077	,162	,876
	Quarter 3 (dummy)	,074	,260	,142	,286	,783
	Quarter 4 (dummy)	,305	,402	,517	,760	,472
	Year 2013 (dummy)	,574	,536	1,190	1,072	,319
	Year 2014 (dummy)	1,094	1,037	1,986	1,055	,327
	Year 2015 (dummy)	,688	1,635	,781	,421	,686

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age^2	-73,354[b]	-3,744	,010	-,837	6,621E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	14,391[b]	1,885	,108	,610	9,139E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,980[a]	,960	,815	,097757868

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,387	22	,063	6,597	,013[b]
	Residual	,057	6	,010		
	Total	1,444	28			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures flow, Very useful (% of calls), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 3 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Increase / Will begin to prescribe (% of calls), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Global marketing expenditures stock, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10,563	18,965		,557	,598
	Ln Sales in DDDs lagged one period	-,565	,555	-,495	-1,019	,348
	Ln Sales in DDDs lagged two periods	,799	,762	,721	1,049	,334
	Ln Global marketing expenditures flow	-,061	,056	-,351	-1,101	,313
	Ln Competitive global marketing expenditures flow	-,022	,146	-,027	-,150	,886
	Ln Global marketing expenditures stock	,386	,819	1,795	,472	,654
	Ln Competitive global marketing expenditures stock	,230	,362	,165	,636	,548
	Ln Average drug price per DDD	-2,671	6,517	-2,013	-,410	,696
	Ln Average competitors price per DDD	-6,700	6,342	-,927	-1,056	,331
	Drug age	-,063	,042	-3,056	-1,484	,188
	Ln Global marketing expenditures stock x Ln Average drug price	,410	,696	2,238	,589	,577
	Loss of exclusivity (dummy)	-,198	,153	-,360	-1,300	,241
	Ipad / Tablet (% of times used in calls)	,086	,152	,099	,568	,590
	Printed material (% of times used in calls)	,009	,100	,014	,088	,933
	Very useful (% of calls)	,034	,120	,059	,286	,785
	Increase / Will begin to prescribe (% of calls)	,040	,141	,067	,279	,789
	Ln Avg number of products presented during the calls	-,014	,087	-,026	-,157	,880
	Quarter 2 (dummy)	,192	,263	,368	,731	,492
	Quarter 3 (dummy)	,094	,248	,180	,378	,718
	Quarter 4 (dummy)	,380	,387	,642	,980	,365
	Year 2013 (dummy)	,684	,518	1,418	1,320	,235
	Year 2014 (dummy)	1,376	1,013	2,498	1,358	,223
	Year 2015 (dummy)	1,036	1,583	1,177	,655	,537

a. Dependent Variable: Ln Sales in DDDs

6.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994[a]	,989	,983	,063370302

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,751	17	,632	157,474	,000[b]
	Residual	,120	30	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,829	6,979		2,125	,042
	Ln Sales in DDDs lagged one period	,002	,171	,002	,009	,993
	Ln Sales in DDDs lagged two periods	,107	,218	,112	,493	,626
	Ln Global marketing expenditures flow	,006	,004	,047	1,653	,109
	Ln Competitive global marketing expenditures flow	-,031	,056	-,019	-,541	,592
	Ln Global marketing expenditures stock	,770	,380	1,609	2,024	,052
	Ln Competitive global marketing expenditures stock	-,357	,167	-,149	-2,133	,041
	Ln Average drug price per DDD	-3,750	2,252	-,700	-1,665	,106
	Ln Average competitors price per DDD	-1,152	,669	-,118	-1,721	,096
	Drug age^2	-9,941E-5	,000	-,982	-2,432	,021
	Ln Global marketing expenditures stock x Ln Average drug price	,597	,297	1,574	2,010	,053
	Loss of exclusivity (dummy)	-,186	,056	-,146	-3,334	,002
	Quarter 2 (dummy)	,055	,058	,050	,947	,351
	Quarter 3 (dummy)	,083	,090	,075	,924	,363
	Quarter 4 (dummy)	,162	,121	,148	1,338	,191
	Year 2013 (dummy)	,008	,184	,007	,043	,966
	Year 2014 (dummy)	,148	,326	,134	,453	,654
	Year 2015 (dummy)	,333	,487	,303	,685	,499

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,025[b]	-2,153	,040	-,371	6,048E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	,608[b]	,285	,778	,053	8,338E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994[a]	,989	,983	,063370302

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,751	17	,632	157,474	,000[b]
	Residual	,120	30	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,829	6,979		2,125	,042
	Ln Sales in DDDs lagged one period	,002	,171	,002	,009	,993
	Ln Sales in DDDs lagged two periods	,107	,218	,112	,493	,626
	Ln Global marketing expenditures flow	,006	,004	,047	1,653	,109
	Ln Competitive global marketing expenditures flow	-,031	,056	-,019	-,541	,592
	Ln Global marketing expenditures stock	,770	,380	1,609	2,024	,052
	Ln Competitive global marketing expenditures stock	-,357	,167	-,149	-2,133	,041
	Ln Average drug price per DDD	-3,750	2,252	-,700	-1,665	,106
	Ln Average competitors price per DDD	-1,152	,669	-,118	-1,721	,096
	Drug age^2	-9,941E-5	,000	-,982	-2,432	,021
	Ln Global marketing expenditures stock x Ln Average drug price	,597	,297	1,574	2,010	,053
	Loss of exclusivity (dummy)	-,186	,056	-,146	-3,334	,002
	Quarter 2 (dummy)	,055	,058	,050	,947	,351
	Quarter 3 (dummy)	,083	,090	,075	,924	,363
	Quarter 4 (dummy)	,162	,121	,148	1,338	,191
	Year 2013 (dummy)	,008	,184	,007	,043	,966
	Year 2014 (dummy)	,148	,326	,134	,453	,654
	Year 2015 (dummy)	,333	,487	,303	,685	,499

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,025[b]	-2,153	,040	-,371	6,048E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Global marketing expenditures stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,990	,984	,061544207

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,757	17	,633	167,064	,000[b]
	Residual	,114	30	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Quarter 3 (dummy), Year 2013 (dummy), Ln Global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age, Ln Global marketing expenditures stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,106	7,833		2,694	,011
	Ln Sales in DDDs lagged one period	-,087	,178	-,089	-,486	,630
	Ln Sales in DDDs lagged two periods	,069	,213	,072	,323	,749
	Ln Global marketing expenditures flow	,006	,004	,044	1,573	,126
	Ln Competitive global marketing expenditures flow	-,044	,055	-,027	-,787	,437
	Ln Global marketing expenditures stock	,819	,371	1,712	2,207	,035
	Ln Competitive global marketing expenditures stock	-,394	,165	-,165	-2,394	,023
	Ln Average drug price per DDD	-4,130	2,202	-,771	-1,876	,070
	Ln Average competitors price per DDD	-1,132	,647	-,116	-1,748	,091
	Drug age	-,042	,015	-1,236	-2,842	,008
	Ln Global marketing expenditures stock x Ln Average drug price	,634	,290	1,672	2,189	,037
	Loss of exclusivity (dummy)	-,161	,054	-,126	-2,967	,006
	Quarter 2 (dummy)	,063	,055	,057	1,138	,264
	Quarter 3 (dummy)	,102	,086	,093	1,178	,248
	Quarter 4 (dummy)	,190	,117	,173	1,625	,115
	Year 2013 (dummy)	,037	,178	,034	,207	,837
	Year 2014 (dummy)	,228	,319	,207	,715	,480
	Year 2015 (dummy)	,449	,473	,409	,951	,349

a. Dependent Variable: Ln Sales in DDDs

6.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 2 (dummy), Very useful (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,991	,051339715

a. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 2 (dummy), Very useful (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,542	21	,454	172,391	,000[b]
	Residual	,034	13	,003		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 2 (dummy), Very useful (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,976	4,269		,931	,369
	Ln Sales in DDDs lagged one period	,057	,063	,245	,898	,386
	Ln Sales in DDDs lagged two periods	,009	,016	,052	,560	,585
	Ln Global marketing expenditures flow	,026	,057	,017	,456	,656
	Ln Competitive global marketing expenditures flow	-,024	,072	-,017	-,331	,746
	Ln Global marketing expenditures stock	,026	,185	,039	,143	,889
	Ln Competitive global marketing expenditures stock	,174	,236	,098	,735	,475
	Ln Average drug price per DDD	-,249	,187	-,039	-1,335	,205
	Ln Average competitors price per DDD	-2,748	1,882	-,116	-1,460	,168
	Drug age	,107	,030	2,069	3,597	,003
	Drug age^2	-,001	,000	-1,415	-3,256	,006
	Ipad / Tablet (% of times used in calls)	-,250	,321	-,030	-,780	,450
	Laptop based materials (% of times used in calls)	-,548	,911	-,018	-,602	,558
	Printed material (% of times used in calls)	,166	,263	,030	,634	,537
	Very useful (% of calls)	,416	,198	,080	2,099	,056
	Increase / Will begin to prescribe (% of calls)	-,106	,310	-,016	-,341	,739
	Ln Avg number of products presented during the calls	,315	,234	,049	1,346	,201
	Quarter 2 (dummy)	,042	,059	,035	,709	,491
	Quarter 3 (dummy)	,044	,083	,036	,524	,609
	Quarter 4 (dummy)	,161	,118	,134	1,365	,195
	Year 2014 (dummy)	,100	,192	,090	,518	,613
	Year 2015 (dummy)	,126	,383	,115	,330	,747

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	-8,904[b]	-2,218	,047	-,539	1,312E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	11,893[b]	1,041	,318	,288	2,097E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures flow, Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 2 (dummy), Very useful (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Drug age

6.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,756[a]	,571	,194	,078679809

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,206	22	,009	1,516	,158[b]
	Residual	,155	25	,006		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,723	8,673		3,196	,004
	Ln Sales in DDDs lagged one period	-,483	,198	-,485	-2,442	,022
	Ln Sales in DDDs lagged two periods	,094	,225	,093	,417	,681
	Ln Global marketing expenditures flow	-,008	,070	-,043	-,120	,905
	Ln Competitive global marketing expenditures flow	,050	,092	,196	,542	,593
	Ln Global marketing expenditures stock	-,110	,239	-,479	-,460	,650
	Ln Competitive global marketing expenditures stock	-,133	,226	-,424	-,590	,561
	Drug age	-,044	,052	-7,015	-,843	,407
	Drug age^2	5,134E-5	,000	1,930	,262	,796
	Ln Global marketing expenditures stock x Ln Average drug price	,003	,198	,006	,018	,986
	Ln Global marketing expenditures stock x Ln Average competitors price	,067	,186	,394	,362	,721
	Ipad / Tablet (% of times used in calls)	,040	,173	,042	,232	,818
	Laptop based materials (% of times used in calls)	,515	,769	,207	,670	,509
	Printed material (% of times used in calls)	-,057	,175	-,080	-,327	,747
	Very useful (% of calls)	,021	,261	,019	,080	,937
	Increase / Will begin to prescribe (% of calls)	,193	,227	,192	,853	,402
	Ln Avg number of products presented during the calls	,081	,282	,068	,289	,775
	Quarter 2 (dummy)	,122	,078	,609	1,560	,131
	Quarter 3 (dummy)	,249	,119	1,245	2,091	,047
	Quarter 4 (dummy)	,314	,171	1,570	1,834	,079
	Year 2013 (dummy)	,239	,236	1,191	1,013	,321
	Year 2014 (dummy)	,713	,430	3,557	1,658	,110
	Year 2015 (dummy)	1,094	,659	5,461	1,661	,109

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	10,764[b]	,360	,722	,073	1,990E-5
	Ln Average competitors price per DDD	-18,194[b]	-,708	,486	-,143	2,645E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Global marketing expenditures stock x Ln Average drug price, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,756[a]	,571	,194	,078714618

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,206	22	,009	1,513	,158[b]
	Residual	,155	25	,006		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,974	8,294		3,373	,002
	Ln Sales in DDDs lagged one period	-,482	,198	-,484	-2,432	,023
	Ln Sales in DDDs lagged two periods	,094	,225	,094	,418	,680
	Ln Global marketing expenditures flow	-,009	,070	-,047	-,131	,896
	Ln Competitive global marketing expenditures flow	,049	,092	,193	,534	,598
	Ln Global marketing expenditures stock	-,121	,192	-,527	-,629	,535
	Ln Competitive global marketing expenditures stock	-,133	,227	-,423	-,587	,563
	Ln Average drug price per DDD	,091	2,636	,017	,034	,973
	Ln Average competitors price per DDD	,784	2,393	,376	,328	,746
	Drug age	-,045	,051	-7,238	-,887	,383
	Drug age^2	5,556E-5	,000	2,088	,288	,776
	Ipad / Tablet (% of times used in calls)	,041	,173	,043	,237	,815
	Laptop based materials (% of times used in calls)	,510	,769	,205	,663	,513
	Printed material (% of times used in calls)	-,055	,175	-,076	-,314	,756
	Very useful (% of calls)	,018	,262	,016	,068	,947
	Increase / Will begin to prescribe (% of calls)	,196	,227	,194	,864	,396
	Ln Avg number of products presented during the calls	,085	,282	,071	,302	,765
	Quarter 2 (dummy)	,122	,078	,611	1,562	,131
	Quarter 3 (dummy)	,250	,119	1,250	2,098	,046
	Quarter 4 (dummy)	,316	,172	1,580	1,844	,077
	Year 2013 (dummy)	,239	,236	1,194	1,014	,320
	Year 2014 (dummy)	,714	,430	3,564	1,660	,109
	Year 2015 (dummy)	1,097	,659	5,475	1,663	,109

a. Dependent Variable: Ln Sales in DDDs

6.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,866[a]	,749	,529	,050156549

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,188	22	,009	3,396	,002[b]
	Residual	,063	25	,003		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,172	5,793		2,964	,007
	Ln Sales in DDDs lagged one period	-,469	,158	-,484	-2,966	,007
	Ln Sales in DDDs lagged two periods	,082	,202	,083	,408	,687
	Ln Global marketing expenditures flow	-,002	,022	-,020	-,110	,913
	Ln Competitive global marketing expenditures flow	-,021	,053	-,092	-,406	,688
	Ln Global marketing expenditures stock	,015	,062	,040	,243	,810
	Ln Competitive global marketing expenditures stock	,146	,121	,395	1,210	,237
	Ln Average drug price per DDD	1,155	2,181	,291	,530	,601
	Drug age	-,011	,042	-2,110	-,262	,795
	Drug age^2	,000	,000	-4,378	-,636	,531
	Ln Global marketing expenditures stock x Ln Average competitors price	,034	,023	2,401	1,470	,154
	Ipad / Tablet (% of times used in calls)	,277	,176	,271	1,573	,128
	Laptop based materials (% of times used in calls)	,044	,302	,021	,146	,885
	Printed material (% of times used in calls)	,074	,083	,158	,903	,375
	Very useful (% of calls)	,025	,118	,042	,213	,833
	Increase / Will begin to prescribe (% of calls)	-,063	,129	-,111	-,488	,630
	Ln Avg number of products presented during the calls	-,053	,074	-,092	-,720	,478
	Quarter 2 (dummy)	,153	,053	,918	2,892	,008
	Quarter 3 (dummy)	,255	,082	1,528	3,108	,005
	Quarter 4 (dummy)	,413	,127	2,472	3,252	,003
	Year 2013 (dummy)	,540	,163	3,235	3,316	,003
	Year 2014 (dummy)	1,044	,313	6,255	3,339	,003
	Year 2015 (dummy)	1,546	,472	9,261	3,273	,003

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	13,239[b]	,876	,390	,176	4,435E-5
	Ln Global marketing expenditures stock x Ln Average drug price	-18,849[b]	-,871	,392	-,175	2,161E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,867[a]	,752	,534	,049888541

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,189	22	,009	3,445	,002[b]
	Residual	,062	25	,002		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Global marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,858	5,774		2,920	,007
	Ln Sales in DDDs lagged one period	-,470	,157	-,485	-2,992	,006
	Ln Sales in DDDs lagged two periods	,077	,201	,078	,385	,704
	Ln Global marketing expenditures flow	-,003	,022	-,022	-,124	,903
	Ln Competitive global marketing expenditures flow	-,018	,053	-,075	-,331	,744
	Ln Global marketing expenditures stock	,013	,061	,036	,218	,829
	Ln Competitive global marketing expenditures stock	,159	,122	,429	1,300	,206
	Ln Average drug price per DDD	1,260	2,177	,317	,579	,568
	Ln Average competitors price per DDD	,449	,287	2,579	1,567	,130
	Drug age	-,010	,041	-1,879	-,236	,815
	Drug age^2	,000	,000	-4,345	-,639	,529
	Ipad / Tablet (% of times used in calls)	,274	,175	,268	1,564	,130
	Laptop based materials (% of times used in calls)	,057	,301	,027	,189	,852
	Printed material (% of times used in calls)	,073	,082	,154	,891	,381
	Very useful (% of calls)	,020	,116	,033	,170	,867
	Increase / Will begin to prescribe (% of calls)	-,060	,128	-,105	-,465	,646
	Ln Avg number of products presented during the calls	-,053	,074	-,092	-,719	,479
	Quarter 2 (dummy)	,152	,053	,913	2,895	,008
	Quarter 3 (dummy)	,254	,082	1,519	3,106	,005
	Quarter 4 (dummy)	,410	,126	2,454	3,242	,003
	Year 2013 (dummy)	,538	,162	3,224	3,327	,003
	Year 2014 (dummy)	1,041	,311	6,233	3,347	,003
	Year 2015 (dummy)	1,535	,470	9,193	3,264	,003

a. Dependent Variable: Ln Sales in DDDs

6.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832[a]	,692	,421	,054868756

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	22	,008	2,554	,013[b]
	Residual	,075	25	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,023	4,628		4,327	,000
	Ln Sales in DDDs lagged one period	-,360	,154	-,370	-2,339	,028
	Ln Sales in DDDs lagged two periods	-,143	,177	-,144	-,807	,427
	Ln Global marketing expenditures flow	,029	,045	,149	,652	,520
	Ln Competitive global marketing expenditures flow	,036	,095	,173	,378	,709
	Ln Global marketing expenditures stock	,074	,112	,225	,662	,514
	Ln Competitive global marketing expenditures stock	-,039	,276	-,162	-,141	,889
	Drug age	,006	,030	1,124	,193	,849
	Drug age^2	,000	,000	-6,402	-1,161	,257
	Ln Global marketing expenditures stock x Ln Average drug price	-,118	,135	-,280	-,872	,391
	Ln Global marketing expenditures stock x Ln Average competitors price	-,016	,100	-,076	-,163	,872
	Ipad / Tablet (% of times used in calls)	,006	,257	,005	,024	,981
	Laptop based materials (% of times used in calls)	-,030	,428	-,010	-,070	,945
	Printed material (% of times used in calls)	-,057	,086	-,129	-,664	,512
	Very useful (% of calls)	-,128	,102	-,226	-1,250	,223
	Increase / Will begin to prescribe (% of calls)	,242	,093	,484	2,595	,016
	Ln Avg number of products presented during the calls	,111	,096	,268	1,159	,258
	Quarter 2 (dummy)	,057	,056	,343	1,016	,319
	Quarter 3 (dummy)	,169	,084	1,028	2,013	,055
	Quarter 4 (dummy)	,193	,120	1,174	1,607	,121
	Year 2013 (dummy)	,191	,164	1,158	1,167	,254
	Year 2014 (dummy)	,555	,311	3,368	1,787	,086
	Year 2015 (dummy)	,841	,463	5,101	1,816	,081

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-,191[b]	-,012	,990	-,003	5,390E-5
	Ln Average competitors price per DDD	-12,902[b]	-,804	,429	-,162	4,856E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832[a]	,692	,421	,054859124

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	22	,008	2,556	,013[b]
	Residual	,075	25	,003		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Global marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,204	4,681		4,102	,000
	Ln Sales in DDDs lagged one period	-,359	,154	-,369	-2,331	,028
	Ln Sales in DDDs lagged two periods	-,141	,178	-,142	-,795	,434
	Ln Global marketing expenditures flow	,030	,045	,152	,662	,514
	Ln Competitive global marketing expenditures flow	,035	,095	,167	,364	,719
	Ln Global marketing expenditures stock	,141	,106	,426	1,332	,195
	Ln Competitive global marketing expenditures stock	-,040	,276	-,166	-,144	,887
	Ln Average drug price per DDD	-1,385	1,608	-,345	-,862	,397
	Ln Average competitors price per DDD	-,222	1,173	-,094	-,189	,851
	Drug age	,006	,030	1,208	,208	,837
	Drug age^2	,000	,000	-6,513	-1,189	,246
	Ipad / Tablet (% of times used in calls)	,002	,258	,001	,006	,995
	Laptop based materials (% of times used in calls)	-,031	,428	-,010	-,073	,942
	Printed material (% of times used in calls)	-,058	,087	-,131	-,671	,508
	Very useful (% of calls)	-,128	,102	-,226	-1,253	,222
	Increase / Will begin to prescribe (% of calls)	,242	,093	,484	2,596	,016
	Ln Avg number of products presented during the calls	,112	,096	,270	1,167	,254
	Quarter 2 (dummy)	,057	,056	,344	1,022	,317
	Quarter 3 (dummy)	,169	,084	1,028	2,017	,055
	Quarter 4 (dummy)	,194	,120	1,178	1,616	,119
	Year 2013 (dummy)	,192	,163	1,168	1,178	,250
	Year 2014 (dummy)	,557	,310	3,381	1,796	,085
	Year 2015 (dummy)	,844	,462	5,119	1,825	,080

a. Dependent Variable: Ln Sales in DDDs

6.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,987[a]	,975	,953	,045801522

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,049	22	,093	44,408	,000[b]
	Residual	,052	25	,002		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,009	20,643		,436	,666
	Ln Sales in DDDs lagged one period	-,282	,187	-,301	-1,515	,142
	Ln Sales in DDDs lagged two periods	,092	,188	,105	,486	,631
	Ln Global marketing expenditures flow	,153	,072	,249	2,106	,045
	Ln Competitive global marketing expenditures flow	-,098	,062	-,166	-1,582	,126
	Ln Competitive global marketing expenditures stock	,108	,173	,153	,623	,539
	Ln Average drug price per DDD	-4,259	32,235	-,025	-,132	,896
	Drug age	,010	,019	,670	,521	,607
	Drug age^2	,000	,000	-1,085	-1,995	,057
	Ln Global marketing expenditures stock x Ln Average drug price	-,203	,121	-,170	-1,684	,105
	Ln Global marketing expenditures stock x Ln Average competitors price	,027	,087	,034	,309	,760
	Ipad / Tablet (% of times used in calls)	,012	,140	,006	,089	,929
	Laptop based materials (% of times used in calls)	-,638	,531	-,058	-1,202	,240
	Printed material (% of times used in calls)	,060	,099	,042	,600	,554
	Very useful (% of calls)	-,319	,244	-,096	-1,308	,203
	Increase / Will begin to prescribe (% of calls)	,086	,153	,031	,564	,578
	Ln Avg number of products presented during the calls	,231	,194	,073	1,189	,246
	Quarter 2 (dummy)	,096	,042	,199	2,296	,030
	Quarter 3 (dummy)	,167	,063	,345	2,659	,013
	Quarter 4 (dummy)	,257	,096	,531	2,685	,013
	Year 2013 (dummy)	,343	,135	,709	2,545	,017
	Year 2014 (dummy)	,603	,260	1,247	2,322	,029
	Year 2015 (dummy)	1,021	,367	2,113	2,781	,010

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock	-23,270[b]	-,655	,519	-,132	8,087E-7
	Ln Average competitors price per DDD	1,770[b]	,480	,635	,098	7,578E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Global marketing expenditures stock x Ln Average drug price, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,987[a]	,975	,953	,045797878

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,049	22	,093	44,415	,000[b]
	Residual	,052	25	,002		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,336	20,321		,361	,721
	Ln Sales in DDDs lagged one period	-,283	,186	-,301	-1,517	,142
	Ln Sales in DDDs lagged two periods	,092	,188	,106	,488	,630
	Ln Global marketing expenditures flow	,153	,072	,250	2,114	,045
	Ln Competitive global marketing expenditures flow	-,098	,062	-,166	-1,583	,126
	Ln Global marketing expenditures stock	,126	,083	,166	1,516	,142
	Ln Competitive global marketing expenditures stock	,109	,173	,155	,632	,533
	Ln Average drug price per DDD	-6,919	31,731	-,041	-,218	,829
	Ln Average competitors price per DDD	,370	1,133	,039	,326	,747
	Drug age	,010	,019	,674	,528	,602
	Drug age^2	,000	,000	-1,085	-2,012	,055
	Ipad / Tablet (% of times used in calls)	,012	,139	,006	,087	,931
	Laptop based materials (% of times used in calls)	-,633	,533	-,058	-1,189	,246
	Printed material (% of times used in calls)	,061	,099	,043	,608	,548
	Very useful (% of calls)	-,318	,243	-,095	-1,304	,204
	Increase / Will begin to prescribe (% of calls)	,086	,153	,031	,560	,580
	Ln Avg number of products presented during the calls	,233	,194	,073	1,196	,243
	Quarter 2 (dummy)	,096	,042	,199	2,300	,030
	Quarter 3 (dummy)	,167	,063	,346	2,667	,013
	Quarter 4 (dummy)	,257	,096	,531	2,686	,013
	Year 2013 (dummy)	,343	,135	,709	2,545	,017
	Year 2014 (dummy)	,603	,260	1,247	2,322	,029
	Year 2015 (dummy)	1,021	,367	2,112	2,780	,010

a. Dependent Variable: Ln Sales in DDDs

6.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,929[a]	,863	,743	,061161839

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,591	22	,027	7,184	,000[b]
	Residual	,094	25	,004		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,473	3,840		,904	,374
	Ln Sales in DDDs lagged one period	-,063	,151	-,072	-,419	,679
	Ln Sales in DDDs lagged two periods	,309	,163	,404	1,893	,070
	Ln Global marketing expenditures flow	,093	,045	,400	2,039	,052
	Ln Competitive global marketing expenditures flow	,088	,049	,350	1,775	,088
	Ln Global marketing expenditures stock	,184	,139	,659	1,327	,197
	Ln Competitive global marketing expenditures stock	,187	,128	,589	1,461	,156
	Ln Average drug price per DDD	-3,412	2,075	-1,952	-1,644	,113
	Ln Average competitors price per DDD	1,107	,397	3,849	2,788	,010
	Drug age	,010	,025	1,128	,384	,704
	Drug age^2	,000	,000	-3,084	-1,770	,089
	Ipad / Tablet (% of times used in calls)	,058	,228	,028	,252	,803
	Laptop based materials (% of times used in calls)	-,368	,512	-,067	-,719	,479
	Printed material (% of times used in calls)	,115	,100	,143	1,154	,260
	Very useful (% of calls)	-,273	,166	-,193	-1,650	,111
	Increase / Will begin to prescribe (% of calls)	,091	,153	,076	,595	,557
	Ln Avg number of products presented during the calls	-,065	,123	-,047	-,530	,601
	Quarter 2 (dummy)	,188	,051	,682	3,700	,001
	Quarter 3 (dummy)	,258	,082	,937	3,158	,004
	Quarter 4 (dummy)	,385	,124	1,394	3,098	,005
	Year 2013 (dummy)	,456	,175	1,654	2,606	,015
	Year 2014 (dummy)	,938	,324	3,402	2,892	,008
	Year 2015 (dummy)	1,280	,484	4,640	2,642	,014

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average drug price	23,938[b]	1,865	,074	,356	3,018E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	16,536[b]	1,480	,152	,289	4,180E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures flow, Year 2013 (dummy), Ln Global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age

7. Model 7

7.1. Product BL1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,997	,083462679

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,306	27	3,641	522,677	,000[b]
	Residual	,139	20	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,920	3,338		1,474	,156
	Ln Sales in DDDs lagged one period	,309	,176	,311	1,759	,094
	Ln Sales in DDDs lagged two periods	,049	,152	,049	,322	,751
	Ln Detailing flow (calls)	-,171	,339	-,055	-,505	,619
	Ln Journal advertising flow	,006	,007	,016	,862	,399
	Ln Mailing flow	,007	,006	,016	1,128	,272
	Ln Competitive global marketing expenditures flow	,020	,060	,005	,341	,737
	Ln Detailing stock (calls)	,471	,337	,146	1,398	,177
	Ln Other marketing expenditures stock	-,005	,069	-,002	-,072	,943
	Ln Competitive global marketing expenditures stock	,010	,208	,002	,050	,960
	Drug age^2	,000	,000	,200	1,069	,298
	Ln Drug price x Ln Detailing flow	,148	,257	,245	,578	,570
	Ln Drug price x Ln Detailing stock	-,064	,208	-,117	-,309	,761
	Ln Drug price x drug age	-,005	,013	-,028	-,436	,667
	Ln Global marketing expenditures stock x Ln Average competitors price	-,155	,107	-,136	-1,456	,161
	Public reimbursement (dummy)	,535	,196	,179	2,728	,013
	Ipad / Tablet (% of times used in calls)	-,083	,805	-,002	-,103	,919
	Laptop based materials (% of times used in calls)	,753	1,029	,010	,732	,473
	Printed material (% of times used in calls)	,171	,199	,017	,858	,401
	Very useful (% of calls)	-,142	,332	-,008	-,427	,674
	Increase / Will begin to prescribe (% of calls)	-,024	,277	-,002	-,086	,932
	Ln Avg number of products presented during the calls	-,353	,249	-,032	-1,418	,171
	Quarter 2 (dummy)	,032	,084	,010	,385	,704
	Quarter 3 (dummy)	,075	,132	,023	,570	,575
	Quarter 4 (dummy)	,194	,178	,059	1,087	,290
	Year 2013 (dummy)	,261	,224	,079	1,163	,258
	Year 2014 (dummy)	,323	,481	,098	,673	,509
	Year 2015 (dummy)	,591	,711	,179	,832	,415

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	1,652[b]	1,632	,119	,351	6,372E-5
	Ln Average competitors price per DDD	1,867[b]	2,065	,053	,428	7,440E-5
	Drug age	3,333[b]	2,180	,042	,447	2,549E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,997	,083101847

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,308	27	3,641	527,232	,000[b]
	Residual	,138	20	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,158	3,678		1,402	,176
	Ln Sales in DDDs lagged one period	,302	,175	,304	1,729	,099
	Ln Sales in DDDs lagged two periods	,015	,156	,015	,097	,924
	Ln Detailing flow (calls)	-,138	,336	-,044	-,411	,686
	Ln Journal advertising flow	,007	,006	,019	1,073	,296
	Ln Mailing flow	,007	,006	,016	1,130	,272
	Ln Competitive global marketing expenditures flow	,018	,060	,005	,307	,762
	Ln Detailing stock (calls)	,264	,360	,082	,734	,472
	Ln Other marketing expenditures stock	-,031	,058	-,011	-,523	,606
	Ln Competitive global marketing expenditures stock	,016	,203	,003	,078	,939
	Ln Average competitors price per DDD	-1,653	1,357	-,144	-1,218	,238
	Drug age	,040	,031	,391	1,286	,213
	Ln Drug price x Ln Detailing flow	,110	,256	,182	,431	,671
	Ln Drug price x Ln Detailing stock	,013	,222	,024	,060	,953
	Ln Drug price x drug age	-,014	,015	-,070	-,890	,384
	Public reimbursement (dummy)	,490	,199	,164	2,456	,023
	Ipad / Tablet (% of times used in calls)	-,155	,781	-,005	-,198	,845
	Laptop based materials (% of times used in calls)	,845	1,021	,011	,827	,418
	Printed material (% of times used in calls)	,188	,202	,018	,931	,363
	Very useful (% of calls)	-,127	,330	-,007	-,385	,704
	Increase / Will begin to prescribe (% of calls)	-,024	,276	-,002	-,085	,933
	Ln Avg number of products presented during the calls	-,344	,246	-,031	-1,402	,176
	Quarter 2 (dummy)	,025	,083	,008	,304	,764
	Quarter 3 (dummy)	,049	,132	,015	,374	,712
	Quarter 4 (dummy)	,151	,181	,046	,833	,415
	Year 2013 (dummy)	,209	,230	,063	,905	,376
	Year 2014 (dummy)	,230	,484	,070	,476	,639
	Year 2015 (dummy)	,452	,714	,137	,633	,534

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	1,649[b]	1,515	,146	,328	5,564E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,997	,082688058

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,302	26	3,781	552,973	,000[b]
	Residual	,144	21	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,664	3,256		1,125	,273
	Ln Sales in DDDs lagged one period	,299	,174	,301	1,720	,100
	Ln Sales in DDDs lagged two periods	,008	,155	,008	,053	,958
	Ln Detailing flow (calls)	-,085	,329	-,027	-,258	,799
	Ln Journal advertising flow	,007	,006	,019	1,068	,297
	Ln Mailing flow	,005	,006	,012	,923	,366
	Ln Competitive global marketing expenditures flow	,022	,059	,006	,370	,715
	Ln Detailing stock (calls)	,373	,337	,116	1,107	,281
	Ln Other marketing expenditures stock	-,054	,052	-,019	-1,052	,305
	Ln Competitive global marketing expenditures stock	,093	,183	,016	,510	,615
	Ln Average competitors price per DDD	-1,144	1,225	-,100	-,934	,361
	Drug age	,023	,024	,219	,938	,359
	Ln Drug price x Ln Detailing flow	,075	,251	,124	,298	,769
	Ln Drug price x Ln Detailing stock	-,051	,209	-,093	-,243	,810
	Public reimbursement (dummy)	,463	,196	,155	2,359	,028
	Ipad / Tablet (% of times used in calls)	-,401	,726	-,012	-,553	,586
	Laptop based materials (% of times used in calls)	1,040	,992	,013	1,048	,307
	Printed material (% of times used in calls)	,078	,159	,008	,492	,628
	Very useful (% of calls)	-,032	,311	-,002	-,102	,920
	Increase / Will begin to prescribe (% of calls)	-,063	,271	-,004	-,232	,819
	Ln Avg number of products presented during the calls	-,309	,241	-,028	-1,282	,214
	Quarter 2 (dummy)	,035	,082	,011	,424	,676
	Quarter 3 (dummy)	,087	,124	,026	,705	,489
	Quarter 4 (dummy)	,184	,176	,056	1,042	,309
	Year 2013 (dummy)	,225	,229	,068	,983	,337
	Year 2014 (dummy)	,335	,467	,101	,717	,481
	Year 2015 (dummy)	,641	,678	,194	,946	,355

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	1,707[b]	1,813	,085	,376	7,068E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,999	,997	,082346653

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	27	3,641	536,960	,000[b]
	Residual	,136	20	,007		
	Total	98,446	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594

a. Dependent Variable: Ln Sales in DDDs

7.2. Product BL2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998[a]	,996	,990	,057237643

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,906	27	,552	168,518	,000[b]
	Residual	,066	20	,003		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,757	5,177		3,043	,006
	Ln Sales in DDDs lagged one period	-,527	,191	-,562	-2,761	,012
	Ln Sales in DDDs lagged two periods	-,104	,219	-,118	-,476	,639
	Ln Detailing flow (calls)	,474	,416	,251	1,139	,268
	Ln Journal advertising flow	,002	,004	,013	,506	,619
	Ln Mailing flow	-,005	,004	-,028	-1,310	,205
	Ln Competitive global marketing expenditures flow	,073	,052	,072	1,400	,177
	Ln Detailing stock (calls)	,093	,139	,028	,665	,514
	Ln Other marketing expenditures stock	-,064	,054	-,048	-1,193	,247
	Ln Competitive global marketing expenditures stock	,093	,099	,095	,939	,359
	Ln Average drug price per DDD	-1,411	3,349	-,302	-,421	,678
	Ln Average competitors price per DDD	-,092	,208	-,060	-,441	,664
	Drug age^2	-,001	,000	-2,271	-3,212	,004
	Ln Drug price x Ln Detailing flow	-,471	,382	-,945	-1,235	,231
	Ln Drug price x drug age	,114	,042	1,815	2,702	,014
	Public reimbursement (dummy)	-,177	,101	-,152	-1,752	,095
	Ipad / Tablet (% of times used in calls)	,284	,335	,023	,849	,406
	Laptop based materials (% of times used in calls)	-,497	,543	-,028	-,916	,371
	Printed material (% of times used in calls)	,116	,117	,031	,991	,333
	Very useful (% of calls)	,121	,201	,018	,602	,554
	Increase / Will begin to prescribe (% of calls)	,013	,208	,003	,062	,951
	Ln Avg number of products presented during the calls	-,150	,188	-,019	-,798	,434
	Quarter 2 (dummy)	,067	,056	,052	1,188	,249
	Quarter 3 (dummy)	,208	,092	,161	2,270	,034
	Quarter 4 (dummy)	,373	,126	,290	2,971	,008
	Year 2013 (dummy)	,469	,180	,364	2,604	,017
	Year 2014 (dummy)	1,079	,323	,836	3,341	,003
	Year 2015 (dummy)	1,368	,502	1,061	2,728	,013

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-1,895[b]	-,828	,418	-,187	4,249E-5
	Ln Drug price x Ln Detailing stock	2,405[b]	,789	,440	,178	2,401E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	4,550[b]	1,470	,158	,320	2,159E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,993	,985	,068772298

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,993	,985	,068772298

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,873	26	,572	120,945	,000[b]
	Residual	,099	21	,005		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,660	4,943		1,145	,265
	Ln Sales in DDDs lagged one period	-,140	,178	-,150	-,787	,440
	Ln Sales in DDDs lagged two periods	,417	,176	,474	2,371	,027
	Ln Detailing flow (calls)	,200	,489	,106	,408	,687
	Ln Journal advertising flow	,006	,004	,039	1,377	,183
	Ln Mailing flow	-,001	,004	-,003	-,145	,886
	Ln Competitive global marketing expenditures flow	,069	,063	,068	1,101	,284
	Ln Detailing stock (calls)	,160	,165	,048	,964	,346
	Ln Other marketing expenditures stock	-,104	,063	-,079	-1,664	,111
	Ln Competitive global marketing expenditures stock	,081	,119	,082	,682	,503
	Ln Average drug price per DDD	1,756	3,846	,376	,457	,653
	Ln Average competitors price per DDD	-,167	,248	-,109	-,670	,510
	Ln Drug price x Ln Detailing flow	-,217	,449	-,436	-,484	,633
	Ln Drug price x drug age	-,009	,021	-,140	-,410	,686
	Public reimbursement (dummy)	-,222	,120	-,190	-1,847	,079
	Ipad / Tablet (% of times used in calls)	,411	,399	,033	1,029	,315
	Laptop based materials (% of times used in calls)	-1,647	,491	-,093	-3,357	,003
	Printed material (% of times used in calls)	,217	,136	,059	1,602	,124
	Very useful (% of calls)	-,184	,213	-,027	-,862	,398
	Increase / Will begin to prescribe (% of calls)	,084	,248	,017	,339	,738
	Ln Avg number of products presented during the calls	-,146	,226	-,018	-,648	,524
	Quarter 2 (dummy)	,031	,066	,024	,467	,646
	Quarter 3 (dummy)	,100	,102	,078	,977	,340
	Quarter 4 (dummy)	,301	,149	,233	2,024	,056
	Year 2013 (dummy)	,430	,216	,333	1,989	,060
	Year 2014 (dummy)	,860	,379	,667	2,268	,034
	Year 2015 (dummy)	,986	,585	,764	1,684	,107

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-4,512[b]	-2,799	,011	-,531	9,173E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,997[a]	,994	,986	,067286441

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,877	26	,572	126,382	,000[b]
	Residual	,095	21	,005		
	Total	14,972	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038

a. Dependent Variable: Ln Sales in DDDs

7.3. Product BL3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Drug price x Ln Detailing stock, Public reimbursement (dummy), Very useful (% of calls), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,598	,000		.	.
	Ln Sales in DDDs lagged one period	,069	,000	,113	.	.
	Ln Journal advertising flow	-,055	,000	-,120	.	.
	Ln Mailing flow	-,035	,000	-,056	.	.
	Ln Competitive global marketing expenditures flow	,685	,000	,072	.	.
	Ln Drug price x Ln Detailing flow	-,210	,000	-,037	.	.
	Ln Drug price x Ln Detailing stock	,159	,000	,022	.	.
	Ln Global marketing expenditures stock x Ln Average competitors price	-,206	,000	-,026	.	.
	Public reimbursement (dummy)	5,143	,000	,601	.	.
	Ipad / Tablet (% of times used in calls)	-1,214	,000	-,033	.	.
	Laptop based materials (% of times used in calls)	-3,447	,000	-,047	.	.
	Printed material (% of times used in calls)	-1,383	,000	-,064	.	.
	Very useful (% of calls)	-1,885	,000	-,092	.	.
	Increase / Will begin to prescribe (% of calls)	,397	,000	,018	.	.
	Ln Avg number of products presented during the calls	,976	,000	,057	.	.
	Quarter 2 (dummy)	-,080	,000	-,015	.	.
	Quarter 4 (dummy)	,660	,000	,159	.	.
	Year 2015 (dummy)	,867	,000	,208	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	.[b]	.	.	.	,000
	Ln Detailing flow (calls)	.[b]	.	.	.	,000
	Ln Detailing stock (calls)	.[b]	.	.	.	,000
	Ln Other marketing expenditures stock	.[b]	.	.	.	,000
	Ln Competitive global marketing expenditures stock	.[b]	.	.	.	,000
	Ln Average drug price per DDD	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000
	Drug age^2	.[b]	.	.	.	,000
	Ln Drug price x drug age	.[b]	.	.	.	,000
	Quarter 3 (dummy)	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Drug price x Ln Detailing stock, Public reimbursement (dummy), Very useful (% of calls), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,403	,000		.	.
	Ln Sales in DDDs lagged one period	,086	,000	,141	.	.
	Ln Detailing flow (calls)	-,241	,000	-,037	.	.
	Ln Journal advertising flow	-,051	,000	-,111	.	.
	Ln Mailing flow	-,037	,000	-,059	.	.
	Ln Competitive global marketing expenditures flow	,492	,000	,052	.	.
	Ln Competitive global marketing expenditures stock	-,480	,000	-,020	.	.
	Ln Drug price x Ln Detailing flow	,081	,000	,014	.	.
	Public reimbursement (dummy)	5,203	,000	,608	.	.
	Ipad / Tablet (% of times used in calls)	-1,561	,000	-,043	.	.
	Laptop based materials (% of times used in calls)	-4,557	,000	-,062	.	.
	Printed material (% of times used in calls)	-1,888	,000	-,087	.	.
	Very useful (% of calls)	-1,580	,000	-,077	.	.
	Increase / Will begin to prescribe (% of calls)	,421	,000	,020	.	.
	Ln Avg number of products presented during the calls	1,142	,000	,067	.	.
	Quarter 2 (dummy)	,006	,000	,001	.	.
	Quarter 4 (dummy)	,661	,000	,159	.	.
	Year 2015 (dummy)	,939	,000	,226	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	.[b]	.	.	.	,000
	Ln Detailing stock (calls)	.[b]	.	.	.	,000
	Ln Other marketing expenditures stock	.[b]	.	.	.	,000
	Ln Average drug price per DDD	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000
	Quarter 3 (dummy)	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,275	,000		.	.
	Ln Sales in DDDs lagged one period	,082	,000	,135	.	.
	Ln Detailing flow (calls)	-,221	,000	-,034	.	.
	Ln Journal advertising flow	-,060	,000	-,132	.	.
	Ln Mailing flow	-,038	,000	-,060	.	.
	Ln Competitive global marketing expenditures flow	,669	,000	,070	.	.
	Ln Other marketing expenditures stock	-,052	,000	-,025	.	.
	Ln Average drug price per DDD	,451	,000	,013	.	.
	Public reimbursement (dummy)	5,363	,000	,626	.	.
	Ipad / Tablet (% of times used in calls)	-1,273	,000	-,035	.	.
	Laptop based materials (% of times used in calls)	-3,837	,000	-,052	.	.
	Printed material (% of times used in calls)	-1,691	,000	-,078	.	.
	Very useful (% of calls)	-1,852	,000	-,091	.	.
	Increase / Will begin to prescribe (% of calls)	,455	,000	,021	.	.
	Ln Avg number of products presented during the calls	1,087	,000	,063	.	.
	Quarter 2 (dummy)	-,062	,000	-,012	.	.
	Quarter 4 (dummy)	,693	,000	,167	.	.
	Year 2015 (dummy)	,974	,000	,234	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	.[b]	.	.	.	,000
	Ln Detailing stock (calls)	.[b]	.	.	.	,000
	Ln Competitive global marketing expenditures stock	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000
	Quarter 3 (dummy)	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,275	,000		.	.
	Ln Sales in DDDs lagged one period	,082	,000	,135	.	.
	Ln Detailing flow (calls)	-,221	,000	-,034	.	.
	Ln Journal advertising flow	-,060	,000	-,132	.	.
	Ln Mailing flow	-,038	,000	-,060	.	.
	Ln Competitive global marketing expenditures flow	,669	,000	,070	.	.
	Ln Other marketing expenditures stock	-,052	,000	-,025	.	.
	Ln Average drug price per DDD	,451	,000	,013	.	.
	Public reimbursement (dummy)	5,363	,000	,626	.	.
	Ipad / Tablet (% of times used in calls)	-1,273	,000	-,035	.	.
	Laptop based materials (% of times used in calls)	-3,837	,000	-,052	.	.
	Printed material (% of times used in calls)	-1,691	,000	-,078	.	.
	Very useful (% of calls)	-1,852	,000	-,091	.	.
	Increase / Will begin to prescribe (% of calls)	,455	,000	,021	.	.
	Ln Avg number of products presented during the calls	1,087	,000	,063	.	.
	Quarter 2 (dummy)	-,062	,000	-,012	.	.
	Quarter 4 (dummy)	,693	,000	,167	.	.
	Year 2015 (dummy)	,974	,000	,234	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	.[b]	.	.	.	,000
	Ln Competitive global marketing expenditures stock	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000
	Quarter 3 (dummy)	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,275	,000		.	.
	Ln Sales in DDDs lagged one period	,082	,000	,135	.	.
	Ln Detailing flow (calls)	-,221	,000	-,034	.	.
	Ln Journal advertising flow	-,060	,000	-,132	.	.
	Ln Mailing flow	-,038	,000	-,060	.	.
	Ln Competitive global marketing expenditures flow	,669	,000	,070	.	.
	Ln Other marketing expenditures stock	-,052	,000	-,025	.	.
	Ln Average drug price per DDD	,451	,000	,013	.	.
	Public reimbursement (dummy)	5,363	,000	,626	.	.
	Ipad / Tablet (% of times used in calls)	-1,273	,000	-,035	.	.
	Laptop based materials (% of times used in calls)	-3,837	,000	-,052	.	.
	Printed material (% of times used in calls)	-1,691	,000	-,078	.	.
	Very useful (% of calls)	-1,852	,000	-,091	.	.
	Increase / Will begin to prescribe (% of calls)	,455	,000	,021	.	.
	Ln Avg number of products presented during the calls	1,087	,000	,063	.	.
	Quarter 2 (dummy)	-,062	,000	-,012	.	.
	Quarter 4 (dummy)	,693	,000	,167	.	.
	Year 2015 (dummy)	,974	,000	,234	.	.

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	.[b]	.	.	.	,000
	Ln Average competitors price per DDD	.[b]	.	.	.	,000
	Drug age	.[b]	.	.	.	,000

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Quarter 4 (dummy), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,000[a]	1,000	.	.

a. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.[b]
	Residual	,000	0	.		
	Total	69,261	17			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.

a. Dependent Variable: Ln Sales in DDDs

7.4. Product PA1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944[a]	,891	,744	,043234091

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	27	,011	6,064	,000[b]
	Residual	,037	20	,002		
	Total	,343	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	4,977[b]	,194	,848	,044	8,700E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-6,075[b]	-,638	,531	-,145	6,177E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

7.5. Product PA2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,929[a]	,863	,694	,040615602

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	26	,008	5,105	,000[b]
	Residual	,035	21	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	23,687	7,418		3,193	,004
	Ln Sales in DDDs lagged one period	-,483	,161	-,473	-3,000	,007
	Ln Sales in DDDs lagged two periods	,174	,203	,177	,859	,400
	Ln Detailing flow (calls)	-,159	,599	-,695	-,266	,793
	Ln Journal advertising flow	,006	,002	,336	2,833	,010
	Ln Mailing flow	,001	,003	,042	,394	,698
	Ln Competitive global marketing expenditures flow	,017	,067	,051	,262	,796
	Ln Detailing stock (calls)	-,204	,128	-,710	-1,592	,126
	Ln Other marketing expenditures stock	,045	,046	,525	,986	,335
	Ln Competitive global marketing expenditures stock	,159	,214	,252	,743	,466
	Ln Average drug price per DDD	-21,763	19,671	-7,338	-1,106	,281
	Ln Average competitors price per DDD	3,626	2,927	1,594	1,239	,229
	Drug age^2	,000	,000	-4,807	-1,856	,078
	Ln Drug price x Ln Detailing flow	,621	2,186	2,284	,284	,779
	Ln Drug price x drug age	-,046	,057	-1,635	-,816	,424
	Ipad / Tablet (% of times used in calls)	,032	,188	,040	,170	,867
	Laptop based materials (% of times used in calls)	,013	,371	,004	,035	,972
	Printed material (% of times used in calls)	,053	,094	,097	,568	,576
	Very useful (% of calls)	-,132	,155	-,123	-,853	,403
	Increase / Will begin to prescribe (% of calls)	,051	,109	,051	,464	,647
	Ln Avg number of products presented during the calls	-,089	,158	-,101	-,564	,578
	Quarter 2 (dummy)	,114	,042	,682	2,753	,012
	Quarter 3 (dummy)	,288	,066	1,715	4,353	,000
	Quarter 4 (dummy)	,423	,102	2,522	4,171	,000
	Year 2013 (dummy)	,427	,145	2,545	2,941	,008
	Year 2014 (dummy)	,284	,368	1,694	,773	,448
	Year 2015 (dummy)	,703	,460	4,187	1,527	,142

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-32,665[b]	-1,159	,260	-,251	8,053E-6
	Ln Drug price x Ln Detailing stock	-41,625[b]	-1,336	,197	-,286	6,460E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-63,866[b]	-2,576	,018	-,499	8,342E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,917[a]	,841	,660	,042812746

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,213	25	,009	4,655	,000[b]
	Residual	,040	22	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,420	7,224		2,550	,018
	Ln Sales in DDDs lagged one period	-,439	,168	-,430	-2,616	,016
	Ln Sales in DDDs lagged two periods	,141	,213	,143	,663	,514
	Ln Detailing flow (calls)	,140	,608	,611	,230	,820
	Ln Journal advertising flow	,006	,002	,303	2,452	,023
	Ln Mailing flow	,001	,004	,032	,287	,777
	Ln Competitive global marketing expenditures flow	,011	,070	,032	,156	,878
	Ln Detailing stock (calls)	-,089	,118	-,309	-,752	,460
	Ln Other marketing expenditures stock	,015	,045	,169	,323	,750
	Ln Competitive global marketing expenditures stock	,154	,225	,245	,685	,500
	Ln Average drug price per DDD	-2,559	17,635	-,863	-,145	,886
	Ln Average competitors price per DDD	1,141	2,744	,502	,416	,682
	Ln Drug price x Ln Detailing flow	-,335	2,239	-1,231	-,149	,883
	Ln Drug price x drug age	-,119	,043	-4,216	-2,771	,011
	Ipad / Tablet (% of times used in calls)	,163	,183	,202	,888	,384
	Laptop based materials (% of times used in calls)	,015	,391	,005	,037	,971
	Printed material (% of times used in calls)	,164	,076	,299	2,164	,042
	Very useful (% of calls)	-,157	,163	-,146	-,963	,346
	Increase / Will begin to prescribe (% of calls)	,007	,112	,007	,065	,949
	Ln Avg number of products presented during the calls	-,150	,162	-,170	-,923	,366
	Quarter 2 (dummy)	,098	,043	,583	2,288	,032
	Quarter 3 (dummy)	,250	,066	1,488	3,769	,001
	Quarter 4 (dummy)	,365	,102	2,176	3,589	,002
	Year 2013 (dummy)	,413	,153	2,461	2,701	,013
	Year 2014 (dummy)	,431	,379	2,570	1,140	,267
	Year 2015 (dummy)	,771	,484	4,595	1,595	,125

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-18,050[b]	-2,169	,042	-,428	8,934E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,930[a]	,865	,699	,040319985

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	26	,008	5,192	,000[b]
	Residual	,034	21	,002		
	Total	,254	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122

a. Dependent Variable: Ln Sales in DDDs

7.6. Product PA3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,963[a]	,927	,837	,038410729

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	26	,015	10,307	,000[b]
	Residual	,031	21	,001		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,513	6,709		4,250	,000
	Ln Sales in DDDs lagged one period	-,773	,191	-,817	-4,049	,001
	Ln Sales in DDDs lagged two periods	-,301	,252	-,341	-1,195	,245
	Ln Detailing flow (calls)	-,103	,367	-,254	-,280	,782
	Ln Journal advertising flow	,004	,003	,154	1,612	,122
	Ln Mailing flow	,000	,003	,007	,080	,937
	Ln Competitive global marketing expenditures flow	,065	,065	,167	,999	,329
	Ln Detailing stock (calls)	,083	,448	,083	,185	,855
	Ln Other marketing expenditures stock	,031	,027	,112	1,147	,264
	Ln Competitive global marketing expenditures stock	-,133	,196	-,254	-,681	,503
	Ln Average competitors price per DDD	,355	2,264	,115	,157	,877
	Drug age^2	,000	,000	-4,582	-3,134	,005
	Ln Drug price x Ln Detailing flow	-,109	1,239	-,243	-,088	,931
	Ln Drug price x Ln Detailing stock	-,074	1,437	-,173	-,051	,959
	Ln Drug price x drug age	,088	,056	2,702	1,593	,126
	Ipad / Tablet (% of times used in calls)	-,389	,252	-,162	-1,547	,137
	Laptop based materials (% of times used in calls)	-,131	,465	-,028	-,281	,782
	Printed material (% of times used in calls)	,047	,074	,073	,633	,534
	Very useful (% of calls)	,161	,109	,127	1,474	,155
	Increase / Will begin to prescribe (% of calls)	-,061	,119	-,040	-,510	,615
	Ln Avg number of products presented during the calls	-,117	,102	-,114	-1,147	,264
	Quarter 2 (dummy)	,102	,048	,471	2,131	,045
	Quarter 3 (dummy)	,156	,069	,719	2,257	,035
	Quarter 4 (dummy)	,220	,097	1,011	2,264	,034
	Year 2013 (dummy)	,234	,140	1,075	1,677	,108
	Year 2014 (dummy)	,526	,369	2,417	1,424	,169
	Year 2015 (dummy)	,777	,491	3,572	1,584	,128

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	3,475[b]	,279	,783	,062	2,333E-5
	Drug age	-11,459[b]	-,506	,619	-,112	6,982E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	-10,251[b]	-,855	,403	-,188	2,437E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,963[a]	,927	,836	,038577587

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	26	,015	10,211	,000[b]
	Residual	,031	21	,001		
	Total	,426	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106

a. Dependent Variable: Ln Sales in DDDs

7.7. Product PA4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock, Drug age^2, Ln Drug price x drug age, Ln Global marketing expenditures stock x Ln Average competitors price[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,957	,169209563

a. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock, Drug age^2, Ln Drug price x drug age, Ln Global marketing expenditures stock x Ln Average competitors price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,869	24	,870	30,369	,000[b]
	Residual	,229	8	,029		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock, Drug age^2, Ln Drug price x drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,848	101,494		,067	,948
	Ln Sales in DDDs lagged one period	-,070	,102	-,198	-,686	,512
	Ln Sales in DDDs lagged two periods	-,068	,074	-,258	-,919	,385
	Ln Detailing flow (calls)	,611	,404	,332	1,511	,169
	Ln Journal advertising flow	-,006	,014	-,031	-,432	,677
	Ln Mailing flow	,015	,034	,030	,445	,668
	Ln Competitive global marketing expenditures flow	-,142	,369	-,063	-,385	,710
	Ln Other marketing expenditures stock	,026	,621	,023	,042	,967
	Ln Competitive global marketing expenditures stock	,934	,711	,353	1,314	,225
	Ln Average competitors price per DDD	-128,873	560,532	-,112	-,230	,824
	Drug age^2	,000	,002	-,260	-,182	,860
	Ln Drug price x Ln Detailing stock	11,759	18,081	,884	,650	,534
	Ln Drug price x drug age	,796	,730	1,649	1,091	,307
	Ln Global marketing expenditures stock x Ln Average competitors price	-1,985	17,976	-,169	-,110	,915
	Ipad / Tablet (% of times used in calls)	,380	1,653	,029	,230	,824
	Laptop based materials (% of times used in calls)	,800	3,123	,021	,256	,804
	Printed material (% of times used in calls)	,002	,837	,000	,002	,998
	Very useful (% of calls)	,348	,897	,036	,388	,708
	Increase / Will begin to prescribe (% of calls)	-,611	,996	-,086	-,614	,556
	Ln Avg number of products presented during the calls	-1,120	1,100	-,142	-1,019	,338
	Quarter 2 (dummy)	,051	,295	,028	,172	,868
	Quarter 3 (dummy)	,595	,412	,332	1,445	,186
	Quarter 4 (dummy)	,509	,600	,284	,849	,421
	Year 2014 (dummy)	,646	1,289	,389	,501	,630
	Year 2015 (dummy)	1,437	2,053	,865	,700	,504

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	-20164,825[b]	-1,715	,130	-,544	7,897E-12
	Drug age	.[b]	.	.	.	,000
	Ln Drug price x Ln Detailing flow	538,433[b]	,027	,979	,010	3,909E-12

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock, Drug age^2, Ln Drug price x drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,961	,159655833

a. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	23	,907	35,595	,000[b]
	Residual	,229	9	,025		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	579,060[b]	,031	,976	,011	3,910E-12

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,989	,961	,159655833

a. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	23	,907	35,595	,000[b]
	Residual	,229	9	,025		
	Total	21,098	32			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

a. Dependent Variable: Ln Sales in DDDs

7.8. Product PA5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,785[a]	,616	,140	,054756784

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	26	,004	1,295	,275[b]
	Residual	,063	21	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,618	7,251		2,154	,043
	Ln Sales in DDDs lagged one period	-,482	,225	-,469	-2,140	,044
	Ln Sales in DDDs lagged two periods	-,102	,266	-,101	-,381	,707
	Ln Detailing flow (calls)	,429	,404	2,400	1,060	,301
	Ln Journal advertising flow	,003	,003	,187	,776	,447
	Ln Mailing flow	-,002	,004	-,087	-,456	,653
	Ln Competitive global marketing expenditures flow	,025	,075	,101	,333	,743
	Ln Detailing stock (calls)	-,030	,397	-,088	-,076	,940
	Ln Other marketing expenditures stock	-,028	,021	-,297	-1,343	,194
	Ln Competitive global marketing expenditures stock	,257	,308	,745	,837	,412
	Drug age^2	,000	,000	-2,514	-,728	,475
	Ln Drug price x Ln Detailing flow	-1,299	1,404	-3,754	-,925	,365
	Ln Drug price x Ln Detailing stock	,351	1,558	,984	,225	,824
	Ln Drug price x drug age	-,005	,053	-,267	-,101	,920
	Ln Global marketing expenditures stock x Ln Average competitors price	,153	,396	,852	,387	,702
	Ipad / Tablet (% of times used in calls)	,013	,105	,020	,125	,902
	Laptop based materials (% of times used in calls)	,162	,310	,109	,522	,607
	Printed material (% of times used in calls)	-,028	,093	-,078	-,298	,768
	Very useful (% of calls)	,019	,112	,033	,169	,868
	Increase / Will begin to prescribe (% of calls)	-,012	,087	-,025	-,138	,891
	Ln Avg number of products presented during the calls	-,050	,116	-,087	-,434	,669
	Quarter 2 (dummy)	,071	,063	,524	1,120	,275
	Quarter 3 (dummy)	,163	,097	1,211	1,678	,108
	Quarter 4 (dummy)	,192	,135	1,423	1,427	,168
	Year 2013 (dummy)	,146	,179	1,083	,814	,425
	Year 2014 (dummy)	,145	,363	1,076	,400	,693
	Year 2015 (dummy)	,345	,509	2,555	,677	,506

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-14,012[b]	-,935	,361	-,205	8,198E-5
	Ln Average competitors price per DDD	-10,763[b]	-,479	,637	-,106	3,758E-5
	Drug age	4,794[b]	,114	,911	,025	1,081E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784[a]	,614	,136	,054884793

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	26	,004	1,285	,281[b]
	Residual	,063	21	,003		
	Total	,164	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

a. Dependent Variable: Ln Sales in DDDs

7.9. Product HE1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971[a]	,943	,872	,040631362

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,572	26	,022	13,318	,000[b]
	Residual	,035	21	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,692	5,141		5,969	,000
	Ln Sales in DDDs lagged one period	-,732	,169	-,725	-4,340	,000
	Ln Sales in DDDs lagged two periods	-,313	,222	-,323	-1,409	,174
	Ln Journal advertising flow	-,003	,003	-,063	-,903	,377
	Ln Mailing flow	-,007	,005	-,101	-1,265	,220
	Ln Competitive global marketing expenditures flow	-,080	,037	-,233	-2,191	,040
	Ln Other marketing expenditures stock	,015	,011	,171	1,320	,201
	Ln Competitive global marketing expenditures stock	,029	,054	,051	,540	,595
	Ln Average drug price per DDD	6,980	4,675	1,653	1,493	,150
	Ln Average competitors price per DDD	-4,374	5,538	-2,846	-,790	,439
	Drug age	,027	,025	3,291	1,069	,297
	Drug age^2	,000	,000	-3,760	-1,415	,172
	Ln Drug price x Ln Detailing flow	-,049	,030	-,189	-1,628	,118
	Ln Drug price x Ln Detailing stock	-,621	,634	-1,712	-,980	,338
	Ln Global marketing expenditures stock x Ln Average competitors price	,367	,448	2,641	,818	,422
	Ipad / Tablet (% of times used in calls)	,104	,136	,070	,762	,454
	Laptop based materials (% of times used in calls)	,229	,197	,096	1,162	,258
	Printed material (% of times used in calls)	,047	,064	,062	,735	,471
	Very useful (% of calls)	-,071	,078	-,086	-,916	,370
	Increase / Will begin to prescribe (% of calls)	-,004	,053	-,005	-,074	,942
	Ln Avg number of products presented during the calls	,087	,074	,111	1,163	,258
	Quarter 2 (dummy)	,094	,041	,363	2,287	,033
	Quarter 3 (dummy)	,162	,062	,625	2,625	,016
	Quarter 4 (dummy)	,244	,095	,941	2,582	,017
	Year 2013 (dummy)	,259	,132	,998	1,960	,063
	Year 2014 (dummy)	,608	,253	2,344	2,401	,026
	Year 2015 (dummy)	,925	,379	3,564	2,439	,024

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-8,814[b]	-1,355	,190	-,290	6,190E-5
	Ln Detailing stock (calls)	6,136[b]	,358	,724	,080	9,693E-6
	Ln Drug price x drug age	-38,232[b]	-,975	,341	-,213	1,773E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,970[a]	,941	,874	,040326322

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,571	25	,023	14,034	,000[b]
	Residual	,036	22	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,659	4,951		6,193	,000
	Ln Sales in DDDs lagged one period	-,722	,167	-,715	-4,325	,000
	Ln Sales in DDDs lagged two periods	-,302	,220	-,312	-1,373	,184
	Ln Journal advertising flow	-,003	,003	-,069	-1,004	,326
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,214	-2,077	,050
	Ln Detailing stock (calls)	,087	,045	,434	1,916	,068
	Ln Other marketing expenditures stock	,011	,010	,122	1,064	,299
	Ln Competitive global marketing expenditures stock	,040	,052	,070	,767	,451
	Ln Average drug price per DDD	3,424	3,045	,811	1,124	,273
	Ln Average competitors price per DDD	,155	,261	,101	,594	,559
	Drug age	,024	,025	3,011	,992	,332
	Drug age^2	,000	,000	-3,175	-1,262	,220
	Ln Drug price x Ln Detailing flow	-,048	,030	-,184	-1,605	,123
	Ipad / Tablet (% of times used in calls)	,099	,135	,066	,730	,473
	Laptop based materials (% of times used in calls)	,177	,185	,074	,955	,350
	Printed material (% of times used in calls)	,048	,063	,064	,757	,457
	Very useful (% of calls)	-,071	,077	-,086	-,921	,367
	Increase / Will begin to prescribe (% of calls)	,001	,052	,002	,028	,978
	Ln Avg number of products presented during the calls	,091	,074	,117	1,233	,231
	Quarter 2 (dummy)	,095	,041	,364	2,314	,030
	Quarter 3 (dummy)	,162	,061	,624	2,640	,015
	Quarter 4 (dummy)	,236	,093	,908	2,525	,019
	Year 2013 (dummy)	,246	,130	,947	1,884	,073
	Year 2014 (dummy)	,595	,251	2,292	2,368	,027
	Year 2015 (dummy)	,922	,377	3,551	2,447	,023

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-8,878[b]	-1,379	,182	-,288	6,219E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,970[a]	,941	,873	,040414967

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	25	,023	13,968	,000[b]
	Residual	,036	22	,002		
	Total	,606	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023

a. Dependent Variable: Ln Sales in DDDs

7.10. Product HE2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,953[a]	,909	,786	,035160641

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,247	27	,009	7,393	,000[b]
	Residual	,025	20	,001		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,845	6,797		3,214	,004
	Ln Sales in DDDs lagged one period	-,333	,145	-,340	-2,291	,033
	Ln Sales in DDDs lagged two periods	,174	,187	,192	,934	,362
	Ln Detailing flow (calls)	,181	,226	,908	,800	,433
	Ln Journal advertising flow	,005	,002	,269	2,902	,009
	Ln Mailing flow	-,010	,003	-,356	-2,920	,008
	Ln Competitive global marketing expenditures flow	-,046	,028	-,236	-1,614	,122
	Ln Detailing stock (calls)	-,466	,607	-1,768	-,768	,451
	Ln Other marketing expenditures stock	,041	,043	,239	,958	,349
	Ln Competitive global marketing expenditures stock	-,049	,049	-,188	-,995	,332
	Ln Average competitors price per DDD	5,047	7,693	3,686	,656	,519
	Drug age	-,005	,025	-,866	-,188	,853
	Drug age^2	,000	,000	-6,168	-1,990	,060
	Ln Drug price x Ln Detailing flow	,145	,212	1,303	,684	,502
	Ln Drug price x Ln Detailing stock	,088	,231	,895	,381	,707
	Ln Global marketing expenditures stock x Ln Average competitors price	-,413	,595	-4,125	-,693	,496
	Ipad / Tablet (% of times used in calls)	,355	,199	,231	1,782	,090
	Laptop based materials (% of times used in calls)	-,978	,624	-,176	-1,567	,133
	Printed material (% of times used in calls)	,104	,092	,182	1,126	,274
	Very useful (% of calls)	,106	,112	,094	,953	,352
	Increase / Will begin to prescribe (% of calls)	,026	,112	,026	,232	,819
	Ln Avg number of products presented during the calls	-,039	,115	-,040	-,337	,740
	Quarter 2 (dummy)	,192	,045	1,108	4,269	,000
	Quarter 3 (dummy)	,260	,065	1,495	4,017	,001
	Quarter 4 (dummy)	,428	,103	2,462	4,162	,000
	Year 2013 (dummy)	,508	,125	2,923	4,065	,001
	Year 2014 (dummy)	1,124	,267	6,473	4,209	,000
	Year 2015 (dummy)	2,024	,528	11,656	3,833	,001

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-10,849[b]	-,823	,421	-,186	2,663E-5
	Ln Drug price x drug age	-,648[b]	-,051	,960	-,012	2,926E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952[a]	,907	,791	,034723273

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,246	26	,009	7,853	,000[b]
	Residual	,025	21	,001		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,112	4,099		4,419	,000
	Ln Sales in DDDs lagged one period	-,327	,143	-,333	-2,281	,033
	Ln Sales in DDDs lagged two periods	,171	,184	,188	,929	,364
	Ln Detailing flow (calls)	,171	,223	,862	,770	,450
	Ln Journal advertising flow	,005	,002	,261	2,875	,009
	Ln Mailing flow	-,010	,003	-,350	-2,912	,008
	Ln Competitive global marketing expenditures flow	-,045	,028	-,231	-1,605	,123
	Ln Detailing stock (calls)	-,082	,245	-,312	-,336	,740
	Ln Other marketing expenditures stock	,065	,026	,378	2,543	,019
	Ln Competitive global marketing expenditures stock	-,056	,048	-,216	-1,182	,250
	Ln Average competitors price per DDD	-,283	,328	-,206	-,863	,398
	Drug age	-,008	,024	-1,447	-,323	,750
	Drug age^2	,000	,000	-5,684	-1,906	,070
	Ln Drug price x Ln Detailing flow	,138	,209	1,239	,659	,517
	Ln Drug price x Ln Detailing stock	,035	,215	,360	,164	,871
	Ipad / Tablet (% of times used in calls)	,354	,197	,230	1,798	,086
	Laptop based materials (% of times used in calls)	-1,039	,610	-,187	-1,702	,103
	Printed material (% of times used in calls)	,098	,091	,172	1,084	,291
	Very useful (% of calls)	,109	,110	,097	,992	,332
	Increase / Will begin to prescribe (% of calls)	,025	,111	,026	,230	,820
	Ln Avg number of products presented during the calls	-,023	,111	-,024	-,208	,837
	Quarter 2 (dummy)	,191	,044	1,100	4,297	,000
	Quarter 3 (dummy)	,260	,064	1,500	4,082	,001
	Quarter 4 (dummy)	,430	,101	2,473	4,235	,000
	Year 2013 (dummy)	,508	,123	2,925	4,120	,000
	Year 2014 (dummy)	1,107	,263	6,371	4,214	,000
	Year 2015 (dummy)	1,905	,493	10,968	3,863	,001

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	-9,579[b]	-,739	,468	-,163	2,704E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Drug price x Ln Detailing stock, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,952[a]	,907	,791	,034744936

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,246	26	,009	7,842	,000[b]
	Residual	,025	21	,001		
	Total	,271	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001

a. Dependent Variable: Ln Sales in DDDs

7.11. Product HE3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993[a]	,987	,875	,080199860

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,425	25	,057	8,862	,048[b]
	Residual	,019	3	,006		
	Total	1,444	28			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,180	15,914		,514	,643
	Ln Sales in DDDs lagged one period	-,683	,678	-,598	-1,007	,388
	Ln Sales in DDDs lagged two periods	,739	,802	,667	,921	,425
	Ln Detailing flow (calls)	-1,359	1,083	-7,925	-1,255	,298
	Ln Mailing flow	-,021	,035	-,214	-,602	,590
	Ln Competitive global marketing expenditures flow	-,211	,255	-,256	-,826	,469
	Ln Other marketing expenditures stock	,032	,024	,337	1,311	,281
	Ln Competitive global marketing expenditures stock	1,341	1,325	,959	1,011	,386
	Ln Average drug price per DDD	11,274	8,327	8,499	1,354	,269
	Ln Average competitors price per DDD	-16,066	8,496	-2,224	-1,891	,155
	Drug age	-,033	,040	-1,629	-,835	,465
	Ln Drug price x Ln Detailing flow	-,948	,810	-6,667	-1,170	,327
	Ln Drug price x Ln Detailing stock	-,655	,909	-3,501	-,720	,524
	Ln Global marketing expenditures stock x Ln Average competitors price	,971	1,024	4,124	,949	,413
	Loss of exclusivity (dummy)	-,436	,191	-,791	-2,281	,107
	Ipad / Tablet (% of times used in calls)	-,224	,339	-,259	-,661	,556
	Printed material (% of times used in calls)	,047	,157	,077	,302	,783
	Very useful (% of calls)	-,040	,222	-,069	-,178	,870
	Increase / Will begin to prescribe (% of calls)	-,305	,412	-,520	-,741	,512
	Ln Avg number of products presented during the calls	,012	,127	,022	,094	,931
	Quarter 2 (dummy)	,000	,410	,000	,000	1,000
	Quarter 3 (dummy)	,329	,355	,631	,928	,422
	Quarter 4 (dummy)	,493	,317	,835	1,555	,218
	Year 2013 (dummy)	1,099	,473	2,278	2,323	,103
	Year 2014 (dummy)	2,018	,865	3,662	2,333	,102
	Year 2015 (dummy)	2,698	2,012	3,064	1,341	,272

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	6,479[b]	,899	,464	,536	9,159E-5
	Drug age^2	-50,905[b]	-1,097	,387	-,613	1,936E-6
	Ln Drug price x drug age	-34,455[b]	-,598	,611	-,389	1,706E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing stock, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,991[a]	,982	,877	,079697803

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	24	,059	9,308	,021[b]
	Residual	,025	4	,006		
	Total	1,444	28			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age^2	-70,623[b]	-1,500	,231	-,655	1,511E-6

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,991[a]	,982	,877	,079697803

a. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	24	,059	9,308	,021[b]
	Residual	,025	4	,006		
	Total	1,444	28			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

a. Dependent Variable: Ln Sales in DDDs

7.12. Product HE4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,990	,983	,062363801

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,766	20	,538	138,407	,000[b]
	Residual	,105	27	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,183	7,371		2,060	,049
	Ln Sales in DDDs lagged one period	,026	,178	,027	,149	,883
	Ln Sales in DDDs lagged two periods	,220	,227	,230	,971	,340
	Ln Detailing flow (calls)	,196	,106	,732	1,841	,077
	Ln Competitive global marketing expenditures flow	-,026	,056	-,016	-,461	,649
	Ln Detailing stock (calls)	,705	,417	1,436	1,689	,103
	Ln Other marketing expenditures stock	,003	,011	,017	,244	,809
	Ln Competitive global marketing expenditures stock	-,331	,181	-,138	-1,833	,078
	Ln Average drug price per DDD	-1,267	1,188	-,236	-1,066	,296
	Ln Average competitors price per DDD	-2,080	1,046	-,214	-1,988	,057
	Drug age^2	,000	,000	-1,117	-2,616	,014
	Ln Drug price x Ln Detailing flow	,146	,085	,655	1,717	,097
	Ln Drug price x Ln Detailing stock	,485	,314	1,167	1,544	,134
	Ln Global marketing expenditures stock x Ln Average competitors price	,069	,105	,157	,655	,518
	Loss of exclusivity (dummy)	-,193	,058	-,151	-3,323	,003
	Quarter 2 (dummy)	,073	,067	,067	1,086	,287
	Quarter 3 (dummy)	,119	,097	,108	1,226	,231
	Quarter 4 (dummy)	,238	,131	,216	1,813	,081
	Year 2013 (dummy)	,122	,195	,111	,625	,537
	Year 2014 (dummy)	,353	,350	,321	1,008	,322
	Year 2015 (dummy)	,614	,513	,559	1,197	,242

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,111[b]	-2,077	,048	-,377	5,264E-5
	Ln Drug price x drug age	2,759[b]	,525	,604	,102	1,332E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,990	,983	,062363801

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,766	20	,538	138,407	,000[b]
	Residual	,105	27	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,183	7,371		2,060	,049
	Ln Sales in DDDs lagged one period	,026	,178	,027	,149	,883
	Ln Sales in DDDs lagged two periods	,220	,227	,230	,971	,340
	Ln Detailing flow (calls)	,196	,106	,732	1,841	,077
	Ln Competitive global marketing expenditures flow	-,026	,056	-,016	-,461	,649
	Ln Detailing stock (calls)	,705	,417	1,436	1,689	,103
	Ln Other marketing expenditures stock	,003	,011	,017	,244	,809
	Ln Competitive global marketing expenditures stock	-,331	,181	-,138	-1,833	,078
	Ln Average drug price per DDD	-1,267	1,188	-,236	-1,066	,296
	Ln Average competitors price per DDD	-2,080	1,046	-,214	-1,988	,057
	Drug age^2	,000	,000	-1,117	-2,616	,014
	Ln Drug price x Ln Detailing flow	,146	,085	,655	1,717	,097
	Ln Drug price x Ln Detailing stock	,485	,314	1,167	1,544	,134
	Ln Global marketing expenditures stock x Ln Average competitors price	,069	,105	,157	,655	,518
	Loss of exclusivity (dummy)	-,193	,058	-,151	-3,323	,003
	Quarter 2 (dummy)	,073	,067	,067	1,086	,287
	Quarter 3 (dummy)	,119	,097	,108	1,226	,231
	Quarter 4 (dummy)	,238	,131	,216	1,813	,081
	Year 2013 (dummy)	,122	,195	,111	,625	,537
	Year 2014 (dummy)	,353	,350	,321	1,008	,322
	Year 2015 (dummy)	,614	,513	,559	1,197	,242

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-5,111[b]	-2,077	,048	-,377	5,264E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age^2, Ln Detailing stock (calls)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995[a]	,991	,984	,060329002

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,773	20	,539	147,994	,000[b]
	Residual	,098	27	,004		
	Total	10,871	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153

a. Dependent Variable: Ln Sales in DDDs

7.13. Product HE5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,997	,988	,059045679

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	26	,367	105,337	,000[b]
	Residual	,028	8	,003		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	-18,879[b]	-2,606	,035	-,702	4,024E-6
	Ln Global marketing expenditures stock x Ln Average competitors price	7,219[b]	1,621	,149	,522	1,526E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999[a]	,997	,988	,059045679

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	26	,367	105,337	,000[b]
	Residual	,028	8	,003		
	Total	9,576	34			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697

a. Dependent Variable: Ln Sales in DDDs

7.14. Product LI1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775[a]	,601	,147	,080953087

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	25	,009	1,324	,254[b]
	Residual	,144	22	,007		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,836	8,635		3,108	,005
	Ln Sales in DDDs lagged one period	-,497	,225	-,498	-2,203	,038
	Ln Sales in DDDs lagged two periods	,080	,256	,079	,310	,759
	Ln Journal advertising flow	,001	,005	,053	,266	,793
	Ln Mailing flow	-,005	,007	-,140	-,803	,430
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,716	,482
	Ln Other marketing expenditures stock	,036	,062	,274	,580	,568
	Ln Competitive global marketing expenditures stock	-,179	,260	-,569	-,689	,498
	Ln Average drug price per DDD	-2,545	4,821	-,467	-,528	,603
	Drug age	-,055	,064	-8,748	-,850	,405
	Drug age^2	,000	,000	4,198	,425	,675
	Ln Drug price x Ln Detailing flow	,031	,143	,063	,218	,829
	Ln Drug price x Ln Detailing stock	,217	,387	,347	,562	,580
	Ln Global marketing expenditures stock x Ln Average competitors price	,142	,210	,831	,675	,507
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,016	,987
	Laptop based materials (% of times used in calls)	,879	,960	,354	,916	,370
	Printed material (% of times used in calls)	-,073	,188	-,101	-,386	,703
	Very useful (% of calls)	,087	,287	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,180	,237	,179	,760	,455
	Ln Avg number of products presented during the calls	,049	,302	,040	,161	,873
	Quarter 2 (dummy)	,111	,083	,554	1,331	,197
	Quarter 3 (dummy)	,249	,125	1,241	1,982	,060
	Quarter 4 (dummy)	,297	,179	1,482	1,661	,111
	Year 2013 (dummy)	,237	,247	1,182	,959	,348
	Year 2014 (dummy)	,706	,447	3,524	1,581	,128
	Year 2015 (dummy)	1,106	,696	5,522	1,590	,126

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-23,843[b]	-1,165	,257	-,246	4,259E-5
	Ln Detailing stock (calls)	-25,175[b]	-,824	,419	-,177	1,973E-5
	Ln Average competitors price per DDD	-9,677[b]	-,316	,755	-,069	2,015E-5
	Ln Drug price x drug age	41,047[b]	1,406	,174	,293	2,040E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing stock, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Drug age^2, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775[a]	,601	,148	,080915055

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	25	,009	1,327	,253[b]
	Residual	,144	22	,007		
	Total	,361	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126

a. Dependent Variable: Ln Sales in DDDs

7.15. Product LI2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,869[a]	,755	,477	,052834179

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,189	25	,008	2,715	,010[b]
	Residual	,061	22	,003		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,811	5,286		3,180	,004
	Ln Sales in DDDs lagged one period	-,506	,188	-,522	-2,690	,013
	Ln Sales in DDDs lagged two periods	,006	,262	,006	,023	,982
	Ln Detailing flow (calls)	-,001	,024	-,011	-,055	,957
	Ln Journal advertising flow	,001	,004	,029	,168	,868
	Ln Mailing flow	-,005	,017	-,062	-,319	,753
	Ln Competitive global marketing expenditures flow	-,019	,061	-,081	-,308	,761
	Ln Detailing stock (calls)	,049	,081	,130	,607	,550
	Ln Other marketing expenditures stock	-,014	,022	-,135	-,633	,534
	Ln Competitive global marketing expenditures stock	,153	,125	,413	1,221	,235
	Ln Average drug price per DDD	3,351	3,883	,844	,863	,397
	Drug age^2	-8,999E-5	,000	-3,611	-,696	,494
	Ln Drug price x drug age	-,016	,047	-1,617	-,340	,737
	Ln Global marketing expenditures stock x Ln Average competitors price	,038	,024	2,695	1,572	,130
	Ipad / Tablet (% of times used in calls)	,285	,214	,279	1,332	,196
	Laptop based materials (% of times used in calls)	,107	,353	,051	,303	,765
	Printed material (% of times used in calls)	,091	,111	,192	,820	,421
	Very useful (% of calls)	,011	,140	,018	,078	,939
	Increase / Will begin to prescribe (% of calls)	-,056	,142	-,098	-,392	,699
	Ln Avg number of products presented during the calls	-,070	,084	-,122	-,843	,408
	Quarter 2 (dummy)	,143	,063	,859	2,270	,033
	Quarter 3 (dummy)	,242	,098	1,448	2,457	,022
	Quarter 4 (dummy)	,383	,162	2,291	2,358	,028
	Year 2013 (dummy)	,529	,196	3,167	2,692	,013
	Year 2014 (dummy)	,985	,385	5,897	2,557	,018
	Year 2015 (dummy)	1,450	,595	8,688	2,438	,023

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	13,881[b]	,847	,406	,182	4,200E-5
	Drug age	,101[b]	,003	,998	,001	7,425E-6
	Ln Drug price x Ln Detailing flow	-4,904[b]	-,443	,663	-,096	9,412E-5
	Ln Drug price x Ln Detailing stock	-17,640[b]	-,781	,444	-,168	2,219E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Year 2014 (dummy), Ln Drug price x drug age, Drug age^2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,871[a]	,758	,483	,052539730

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	25	,008	2,755	,010[b]
	Residual	,061	22	,003		
	Total	,251	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025

a. Dependent Variable: Ln Sales in DDDs

7.16. Product LI3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,926[a]	,858	,667	,041631733

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	27	,008	4,483	,001[b]
	Residual	,035	20	,002		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,144	18,040		,784	,442
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,833	,865	4,342	,963	,347
	Ln Journal advertising flow	,008	,002	,411	3,657	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,498	,624
	Ln Detailing stock (calls)	,411	2,220	1,303	,185	,855
	Ln Other marketing expenditures stock	,066	,021	,515	3,152	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,614	-,696	,495
	Ln Average drug price per DDD	-13,912	31,705	-3,464	-,439	,666
	Drug age	,050	,031	9,735	1,633	,118
	Drug age^2	,000	,000	-15,362	-2,549	,019
	Ln Drug price x Ln Detailing flow	1,581	1,688	3,905	,937	,360
	Ln Drug price x Ln Detailing stock	,370	4,242	,566	,087	,931
	Ln Global marketing expenditures stock x Ln Average competitors price	-,017	,083	-,081	-,209	,836
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,063	,350	,021	,181	,858
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,968	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,841	,010
	Ln Avg number of products presented during the calls	,176	,076	,425	2,316	,031
	Quarter 2 (dummy)	,047	,047	,286	1,003	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,208	,097	1,259	2,140	,045
	Year 2013 (dummy)	,207	,135	1,256	1,534	,141
	Year 2014 (dummy)	,545	,249	3,306	2,190	,041
	Year 2015 (dummy)	,887	,368	5,381	2,408	,026

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	-,651[b]	-,045	,965	-,010	3,536E-5
	Ln Drug price x drug age	-11,486[b]	-,667	,513	-,151	2,460E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,926[a]	,858	,667	,041631189

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	27	,008	4,483	,001[b]
	Residual	,035	20	,002		
	Total	,244	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026

a. Dependent Variable: Ln Sales in DDDs

7.17. Product LI4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,987[a]	,974	,941	,051306227

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,047	26	,079	29,904	,000[b]
	Residual	,055	21	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,435	25,341		,293	,772
	Ln Sales in DDDs lagged one period	-,408	,222	-,435	-1,841	,080
	Ln Sales in DDDs lagged two periods	,113	,238	,130	,474	,641
	Ln Journal advertising flow	-,002	,005	-,038	-,512	,614
	Ln Mailing flow	-7,676E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,075	,295
	Ln Other marketing expenditures stock	,023	,029	,076	,787	,440
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,612
	Ln Average drug price per DDD	-11,832	39,870	-,071	-,297	,770
	Ln Average competitors price per DDD	2,903	6,007	,309	,483	,634
	Drug age	,006	,023	,429	,281	,781
	Drug age^2	,000	,000	-1,020	-1,489	,151
	Ln Drug price x Ln Detailing flow	-,094	,109	-,099	-,862	,398
	Ln Drug price x Ln Detailing stock	-,095	,272	-,075	-,347	,732
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,723
	Laptop based materials (% of times used in calls)	-,402	,621	-,037	-,647	,524
	Printed material (% of times used in calls)	,124	,134	,088	,930	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,483
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,062	,951
	Ln Avg number of products presented during the calls	,173	,233	,054	,740	,467
	Quarter 2 (dummy)	,125	,049	,259	2,553	,019
	Quarter 3 (dummy)	,169	,074	,350	2,297	,032
	Quarter 4 (dummy)	,290	,109	,600	2,653	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,122	,412	2,323	2,724	,013

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-45,782[b]	-1,024	,318	-,223	6,255E-7
	Ln Detailing stock (calls)	39,934[b]	,356	,726	,079	1,036E-7
	Ln Drug price x drug age	-4,843[b]	-,030	,977	-,007	4,944E-8

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,987[a]	,974	,941	,051311256

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,047	26	,079	29,898	,000[b]
	Residual	,055	21	,003		
	Total	2,102	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013

a. Dependent Variable: Ln Sales in DDDs

7.18. Product LI5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. Tolerance = ,000 limit reached.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,949[a]	,901	,778	,056892773

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,617	26	,024	7,329	,000[b]
	Residual	,068	21	,003		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,733	4,901		1,578	,130
	Ln Sales in DDDs lagged one period	-,081	,156	-,092	-,520	,608
	Ln Sales in DDDs lagged two periods	,305	,193	,399	1,582	,129
	Ln Detailing flow (calls)	-,208	,522	-,941	-,398	,695
	Ln Journal advertising flow	,002	,004	,074	,515	,612
	Ln Mailing flow	-,010	,005	-,261	-2,145	,044
	Ln Competitive global marketing expenditures flow	,072	,049	,288	1,471	,156
	Ln Detailing stock (calls)	,122	,178	,473	,688	,499
	Ln Other marketing expenditures stock	,001	,025	,010	,061	,952
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,220	,236
	Ln Average drug price per DDD	-5,556	6,287	-3,178	-,884	,387
	Ln Average competitors price per DDD	,891	,380	3,098	2,345	,029
	Drug age^2	,000	,000	-3,154	-1,898	,071
	Ln Drug price x Ln Detailing flow	,442	,765	3,168	,578	,570
	Ln Drug price x drug age	,003	,031	,193	,102	,920
	Ipad / Tablet (% of times used in calls)	,009	,225	,004	,040	,968
	Laptop based materials (% of times used in calls)	-,417	,560	-,076	-,744	,465
	Printed material (% of times used in calls)	,161	,107	,200	1,506	,147
	Very useful (% of calls)	-,261	,176	-,185	-1,490	,151
	Increase / Will begin to prescribe (% of calls)	,135	,148	,113	,917	,370
	Ln Avg number of products presented during the calls	-,135	,125	-,097	-1,080	,292
	Quarter 2 (dummy)	,195	,054	,707	3,607	,002
	Quarter 3 (dummy)	,277	,081	1,005	3,421	,003
	Quarter 4 (dummy)	,445	,132	1,615	3,384	,003
	Year 2013 (dummy)	,552	,192	2,002	2,869	,009
	Year 2014 (dummy)	1,087	,361	3,942	3,013	,007
	Year 2015 (dummy)	1,577	,521	5,716	3,028	,006

a. Dependent Variable: Ln Sales in DDDs

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	22,740[b]	1,405	,175	,300	1,725E-5
	Ln Drug price x Ln Detailing stock	14,596[b]	1,134	,270	,246	2,815E-5
	Ln Global marketing expenditures stock x Ln Average competitors price	6,662[b]	,523	,607	,116	3,014E-5

a. Dependent Variable: Ln Sales in DDDs

b. Predictors in the Model: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow[b]	.	Enter

a. Dependent Variable: Ln Sales in DDDs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,949[a]	,901	,779	,056723518

a. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,617	26	,024	7,377	,000[b]
	Residual	,068	21	,003		
	Total	,685	47			

a. Dependent Variable: Ln Sales in DDDs

b. Predictors: (Constant), Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005

a. Dependent Variable: Ln Sales in DDDs

8. Model 8.1 (Model 7 with manual variables removal)

8.1. Product BL1

Please note: due to the extensive number of outputs in model 8.1, we exported the outputs using the SPSS tool “Export” to .doc format (the outputs are not as “clean”, but save a significant time (instead of copying and pasting outputs one by one, such as with previous models)

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,082346653	,999	536,960

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	27	20	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,080364007	,999	585,465
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000
2	1	20	,976

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	26	3,781	585,465	,000
	Residual	,136	21	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,213	3,087		1,365	,187
	Ln Sales in DDDs lagged one period	,298	,169	,299	1,766	,092
	Ln Sales in DDDs lagged two periods	-,004	,145	-,004	-,026	,980
	Ln Detailing flow (calls)	,002	,084	,001	,027	,979
	Ln Journal advertising flow	,007	,006	,020	1,182	,250
	Ln Mailing flow	,008	,006	,018	1,294	,210
	Ln Competitive global marketing expenditures flow	,012	,054	,003	,218	,830
	Ln Detailing stock (calls)	,331	,219	,103	1,511	,146
	Ln Other marketing expenditures stock	-,043	,050	-,015	-,860	,399
	Ln Competitive global marketing expenditures stock	-,022	,200	-,004	-,108	,915
	Ln Average drug price per DDD	,943	,798	,243	1,182	,250
	Ln Average competitors price per DDD	-1,557	1,108	-,136	-1,405	,175
	Drug age	,044	,028	,425	1,552	,136
	Ln Drug price x drug age	-,015	,013	-,075	-1,106	,281
	Public reimbursement (dummy)	,466	,180	,156	2,591	,017
	Ipad / Tablet (% of times used in calls)	-,033	,777	-,001	-,042	,967
	Laptop based materials (% of times used in calls)	,730	,999	,009	,731	,473
	Printed material (% of times used in calls)	,286	,214	,028	1,333	,197
	Very useful (% of calls)	-,095	,292	-,005	-,325	,748
	Increase / Will begin to prescribe (% of calls)	-,029	,263	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,238	-,033	-1,519	,144
	Quarter 2 (dummy)	,024	,080	,007	,298	,768
	Quarter 3 (dummy)	,040	,128	,012	,310	,759
	Quarter 4 (dummy)	,138	,176	,042	,784	,442
	Year 2013 (dummy)	,199	,223	,060	,892	,382
	Year 2014 (dummy)	,192	,471	,058	,408	,687
	Year 2015 (dummy)	,386	,697	,117	,555	,585
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840

	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing flow	-,013	-,031	,976	-,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	,000

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.	Enter
2	Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,078517561	,999	637,858
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	2	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	25	3,932	637,858	,000
	Residual	,136	22	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,214	3,016		1,397	,176
	Ln Sales in DDDs lagged one period	,295	,134	,297	2,205	,038
	Ln Detailing flow (calls)	,003	,079	,001	,036	,971
	Ln Journal advertising flow	,007	,006	,020	1,266	,219
	Ln Mailing flow	,008	,006	,018	1,325	,199

	Ln Competitive global marketing expenditures flow	,012	,053	,003	,226	,823
	Ln Detailing stock (calls)	,330	,211	,103	1,562	,132
	Ln Other marketing expenditures stock	-,043	,049	-,015	-,880	,388
	Ln Competitive global marketing expenditures stock	-,021	,196	-,004	-,109	,914
	Ln Average drug price per DDD	,944	,778	,243	1,213	,238
	Ln Average competitors price per DDD	-1,563	1,060	-,136	-1,475	,154
	Drug age	,044	,026	,423	1,683	,107
	Ln Drug price x drug age	-,015	,013	-,075	-1,131	,270
	Public reimbursement (dummy)	,467	,171	,156	2,725	,012
	Ipad / Tablet (% of times used in calls)	-,029	,745	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	,965	,009	,753	,460
	Printed material (% of times used in calls)	,286	,209	,028	1,365	,186
	Very useful (% of calls)	-,096	,284	-,005	-,338	,739
	Increase / Will begin to prescribe (% of calls)	-,028	,249	-,002	-,111	,913
	Ln Avg number of products presented during the calls	-,361	,226	-,032	-1,598	,124
	Quarter 2 (dummy)	,024	,076	,007	,320	,752
	Quarter 3 (dummy)	,040	,122	,012	,330	,744
	Quarter 4 (dummy)	,139	,166	,042	,834	,413
	Year 2013 (dummy)	,200	,215	,061	,931	,362
	Year 2014 (dummy)	,195	,451	,059	,432	,670
	Year 2015 (dummy)	,389	,671	,118	,580	,568
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033

	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,004	-,026	,980	-,006
	Ln Drug price x Ln Detailing flow	-,009	-,022	,982	-,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ln Drug price x Ln Detailing flow	,000

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,076793988	,999	694,596
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	3	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	24	4,096	694,596	,000
	Residual	,136	23	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,222	2,943		1,435	,165
	Ln Sales in DDDs lagged one period	,294	,128	,295	2,303	,031
	Ln Journal advertising flow	,007	,005	,020	1,298	,207
	Ln Mailing flow	,008	,006	,018	1,373	,183
	Ln Competitive global marketing expenditures flow	,012	,050	,003	,247	,807
	Ln Detailing stock (calls)	,330	,207	,103	1,600	,123
	Ln Other marketing expenditures stock	-,043	,047	-,015	-,916	,369
	Ln Competitive global marketing expenditures stock	-,021	,191	-,004	-,111	,913
	Ln Average drug price per DDD	,943	,761	,243	1,240	,227
	Ln Average competitors price per DDD	-1,559	1,032	-,136	-1,511	,145
	Drug age	,044	,024	,425	1,812	,083

	Ln Drug price x drug age	-,015	,012	-,075	-1,173	,253
	Public reimbursement (dummy)	,465	,164	,155	2,840	,009
	Ipad / Tablet (% of times used in calls)	-,026	,724	-,001	-,036	,972
	Laptop based materials (% of times used in calls)	,726	,944	,009	,769	,450
	Printed material (% of times used in calls)	,287	,199	,028	1,444	,162
	Very useful (% of calls)	-,097	,275	-,005	-,353	,727
	Increase / Will begin to prescribe (% of calls)	-,028	,244	-,002	-,113	,911
	Ln Avg number of products presented during the calls	-,362	,219	-,033	-1,653	,112
	Quarter 2 (dummy)	,024	,074	,007	,325	,748
	Quarter 3 (dummy)	,039	,116	,012	,339	,738
	Quarter 4 (dummy)	,138	,160	,042	,861	,398
	Year 2013 (dummy)	,199	,209	,060	,953	,351
	Year 2014 (dummy)	,193	,438	,058	,440	,664
	Year 2015 (dummy)	,386	,650	,117	,594	,558
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454

	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,005	-,035	,972	-,008
	Ln Detailing flow (calls)	,001	,036	,971	,008
	Ln Drug price x Ln Detailing flow	,003	,029	,977	,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ln Detailing flow (calls)	,098
	Ln Drug price x Ln Detailing flow	,007

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.	Enter
2	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,997	,075179155	,999	756,267
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	4	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	23	4,274	756,267	,000
	Residual	,136	24	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,254	2,742		1,551	,134
	Ln Sales in DDDs lagged one period	,293	,123	,295	2,376	,026
	Ln Journal advertising flow	,007	,005	,020	1,325	,198
	Ln Mailing flow	,008	,006	,018	1,402	,174
	Ln Competitive global marketing expenditures flow	,012	,049	,003	,253	,803
	Ln Detailing stock (calls)	,329	,200	,102	1,645	,113
	Ln Other marketing expenditures stock	-,042	,044	-,015	-,960	,347
	Ln Competitive global marketing expenditures stock	-,023	,183	-,004	-,125	,902
	Ln Average drug price per DDD	,955	,673	,246	1,418	,169
	Ln Average competitors price per DDD	-1,576	,895	-,137	-1,762	,091
	Drug age	,044	,022	,428	2,006	,056
	Ln Drug price x drug age	-,015	,011	-,076	-1,330	,196
	Public reimbursement (dummy)	,467	,153	,156	3,051	,005
	Laptop based materials (% of times used in calls)	,720	,908	,009	,793	,435
	Printed material (% of times used in calls)	,291	,173	,029	1,676	,107
	Very useful (% of calls)	-,101	,253	-,005	-,398	,694
	Increase / Will begin to prescribe (% of calls)	-,027	,238	-,002	-,113	,911
	Ln Avg number of products presented during the calls	-,364	,203	-,033	-1,792	,086
	Quarter 2 (dummy)	,023	,069	,007	,340	,737

	Quarter 3 (dummy)	,038	,106	,011	,358	,724
	Quarter 4 (dummy)	,136	,151	,041	,900	,377
	Year 2013 (dummy)	,197	,196	,060	1,004	,325
	Year 2014 (dummy)	,187	,398	,057	,470	,643
	Year 2015 (dummy)	,378	,595	,114	,635	,532
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,004	-,028	,978	-,006
	Ln Detailing flow (calls)	,001	,033	,974	,007
	Ln Drug price x Ln Detailing flow	,002	,024	,981	,005
	Ipad / Tablet (% of times used in calls)	-,001	-,036	,972	-,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,099
	Ln Drug price x Ln Detailing flow	,007
	Ipad / Tablet (% of times used in calls)	,133

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,999	,997	,073679878	,999	823,146
2	,999	,999	,997	,082346653	,000	,003

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	5	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	22	4,469	823,146	,000
	Residual	,136	25	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,243	2,686		1,580	,127
	Ln Sales in DDDs lagged one period	,297	,118	,298	2,515	,019
	Ln Journal advertising flow	,007	,005	,019	1,403	,173
	Ln Mailing flow	,008	,005	,018	1,427	,166
	Ln Competitive global marketing expenditures flow	,012	,048	,003	,259	,798
	Ln Detailing stock (calls)	,327	,195	,101	1,678	,106
	Ln Other marketing expenditures stock	-,043	,043	-,015	-1,015	,320
	Ln Competitive global marketing expenditures stock	-,024	,179	-,004	-,135	,894
	Ln Average drug price per DDD	,967	,651	,249	1,485	,150
	Ln Average competitors price per DDD	-1,584	,874	-,138	-1,813	,082
	Drug age	,045	,021	,434	2,138	,042
	Ln Drug price x drug age	-,015	,011	-,077	-1,378	,180
	Public reimbursement (dummy)	,468	,150	,156	3,118	,005
	Laptop based materials (% of times used in calls)	,730	,886	,009	,824	,418
	Printed material (% of times used in calls)	,289	,169	,028	1,707	,100
	Very useful (% of calls)	-,116	,207	-,006	-,560	,581
	Ln Avg number of products presented during the calls	-,363	,199	-,033	-1,825	,080
	Quarter 2 (dummy)	,021	,064	,006	,327	,746
	Quarter 3 (dummy)	,033	,095	,010	,347	,731
	Quarter 4 (dummy)	,130	,137	,039	,945	,354
	Year 2013 (dummy)	,189	,180	,057	1,054	,302
	Year 2014 (dummy)	,173	,370	,052	,467	,645
	Year 2015 (dummy)	,354	,546	,107	,649	,522
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102

	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,000	-,003	,997	-,001
	Ln Detailing flow (calls)	,001	,034	,973	,007
	Ln Drug price x Ln Detailing flow	,003	,028	,978	,006
	Ipad / Tablet (% of times used in calls)	-,001	-,027	,979	-,005
	Increase / Will begin to prescribe (% of calls)	-,002	-,113	,911	-,023

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,099
	Ln Drug price x Ln Detailing flow	,007
	Ipad / Tablet (% of times used in calls)	,134
	Increase / Will begin to prescribe (% of calls)	,247

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,998	,072275480	,999	896,181
2	,999	,999	,997	,082346653	,000	,005

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	6	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	21	4,681	896,181	,000
	Residual	,136	26	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000

	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,077	2,343		1,740	,094
	Ln Sales in DDDs lagged one period	,289	,102	,290	2,843	,009
	Ln Journal advertising flow	,007	,005	,018	1,454	,158
	Ln Mailing flow	,007	,004	,017	1,676	,106
	Ln Competitive global marketing expenditures flow	,015	,044	,004	,337	,739
	Ln Detailing stock (calls)	,319	,183	,099	1,742	,093
	Ln Other marketing expenditures stock	-,043	,042	-,015	-1,036	,310
	Ln Average drug price per DDD	,924	,556	,238	1,662	,108
	Ln Average competitors price per DDD	-1,580	,857	-,138	-1,845	,077
	Drug age	,044	,020	,430	2,185	,038
	Ln Drug price x drug age	-,014	,010	-,074	-1,476	,152
	Public reimbursement (dummy)	,457	,127	,153	3,608	,001
	Laptop based materials (% of times used in calls)	,738	,866	,009	,852	,402
	Printed material (% of times used in calls)	,280	,154	,028	1,826	,079
	Very useful (% of calls)	-,117	,203	-,006	-,574	,571
	Ln Avg number of products presented during the calls	-,357	,190	-,032	-1,879	,072
	Quarter 2 (dummy)	,020	,063	,006	,318	,753
	Quarter 3 (dummy)	,036	,091	,011	,400	,692
	Quarter 4 (dummy)	,133	,133	,040	,999	,327
	Year 2013 (dummy)	,191	,176	,058	1,084	,288
	Year 2014 (dummy)	,185	,352	,056	,527	,603
	Year 2015 (dummy)	,374	,515	,113	,727	,474
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146

	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,001	,012	,990	,002
	Ln Detailing flow (calls)	,001	,028	,978	,006
	Ln Competitive global marketing expenditures stock	-,004	-,135	,894	-,027
	Ln Drug price x Ln Detailing flow	,002	,024	,981	,005
	Ipad / Tablet (% of times used in calls)	-,001	-,056	,956	-,011
	Increase / Will begin to prescribe (% of calls)	-,002	-,124	,902	-,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,100
	Ln Competitive global marketing expenditures stock	,061
	Ln Drug price x Ln Detailing flow	,007
	Ipad / Tablet (% of times used in calls)	,141
	Increase / Will begin to prescribe (% of calls)	,248

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,071062523	,999	973,382
2	,999	,999	,997	,082346653	,000	,015

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	7	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,309	20	4,915	973,382	,000
	Residual	,136	27	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,751	2,073		1,810	,081
	Ln Sales in DDDs lagged one period	,288	,100	,289	2,883	,008
	Ln Journal advertising flow	,007	,004	,019	1,561	,130
	Ln Mailing flow	,007	,004	,017	1,684	,104
	Ln Competitive global marketing expenditures flow	,019	,041	,005	,473	,640
	Ln Detailing stock (calls)	,341	,167	,106	2,036	,052
	Ln Other marketing expenditures stock	-,047	,039	-,016	-1,187	,246
	Ln Average drug price per DDD	,912	,545	,235	1,673	,106
	Ln Average competitors price per DDD	-1,530	,828	-,133	-1,848	,076
	Drug age	,048	,017	,461	2,761	,010
	Ln Drug price x drug age	-,015	,010	-,074	-1,523	,139
	Public reimbursement (dummy)	,444	,117	,148	3,779	,001
	Laptop based materials (% of times used in calls)	,803	,828	,010	,969	,341
	Printed material (% of times used in calls)	,271	,148	,027	1,830	,078
	Very useful (% of calls)	-,112	,199	-,006	-,560	,580
	Ln Avg number of products presented during the calls	-,363	,186	-,033	-1,952	,061
	Quarter 3 (dummy)	,012	,048	,004	,249	,805
	Quarter 4 (dummy)	,097	,071	,029	1,373	,181
	Year 2013 (dummy)	,149	,115	,045	1,298	,205
	Year 2014 (dummy)	,103	,235	,031	,439	,664
	Year 2015 (dummy)	,251	,333	,076	,753	,458
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033

	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,011	-,100	,921	-,020
	Ln Detailing flow (calls)	,000	,019	,985	,004
	Ln Competitive global marketing expenditures stock	-,003	-,095	,925	-,019
	Ln Drug price x Ln Detailing flow	,002	,024	,981	,005
	Ipad / Tablet (% of times used in calls)	,001	,056	,956	,011
	Increase / Will begin to prescribe (% of calls)	,000	-,028	,978	-,006
	Quarter 2 (dummy)	,006	,318	,753	,062

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,100
	Ln Competitive global marketing expenditures stock	,062
	Ln Drug price x Ln Detailing flow	,007
	Ipad / Tablet (% of times used in calls)	,160
	Increase / Will begin to prescribe (% of calls)	,271
	Quarter 2 (dummy)	,148

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Other marketing expenditures stock, Ln Journal advertising flow, Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.
2	Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,069862159	,999	1060,121
2	,999	,999	,997	,082346653	,000	,019

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	8	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,309	19	5,174	1060,121	,000
	Residual	,137	28	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,766	2,037		1,849	,075
	Ln Sales in DDDs lagged one period	,286	,098	,287	2,922	,007
	Ln Journal advertising flow	,007	,004	,019	1,588	,123
	Ln Mailing flow	,007	,004	,017	1,725	,095
	Ln Competitive global marketing expenditures flow	,017	,039	,005	,439	,664
	Ln Detailing stock (calls)	,333	,162	,103	2,060	,049
	Ln Other marketing expenditures stock	-,044	,038	-,016	-1,181	,247
	Ln Average drug price per DDD	,934	,529	,240	1,765	,088
	Ln Average competitors price per DDD	-1,569	,800	-,137	-1,962	,060
	Drug age	,050	,015	,483	3,417	,002
	Ln Drug price x drug age	-,015	,009	-,075	-1,568	,128
	Public reimbursement (dummy)	,451	,112	,151	4,025	,000
	Laptop based materials (% of times used in calls)	,793	,813	,010	,975	,338
	Printed material (% of times used in calls)	,276	,144	,027	1,926	,064
	Very useful (% of calls)	-,120	,194	-,006	-,619	,541
	Ln Avg number of products presented during the calls	-,366	,182	-,033	-2,011	,054
	Quarter 4 (dummy)	,083	,042	,025	1,984	,057
	Year 2013 (dummy)	,129	,081	,039	1,600	,121
	Year 2014 (dummy)	,060	,154	,018	,387	,702
	Year 2015 (dummy)	,187	,209	,057	,896	,378
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487

	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,011	-,101	,921	-,019
	Ln Detailing flow (calls)	-,002	-,081	,936	-,016
	Ln Competitive global marketing expenditures stock	-,005	-,219	,828	-,042
	Ln Drug price x Ln Detailing flow	-,006	-,071	,944	-,014
	Ipad / Tablet (% of times used in calls)	,001	,071	,944	,014
	Increase / Will begin to prescribe (% of calls)	,001	,039	,969	,008
	Quarter 2 (dummy)	,000	-,035	,972	-,007
	Quarter 3 (dummy)	,004	,249	,805	,048

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,118
	Ln Competitive global marketing expenditures stock	,090
	Ln Drug price x Ln Detailing flow	,008
	Ipad / Tablet (% of times used in calls)	,160
	Increase / Will begin to prescribe (% of calls)	,292
	Quarter 2 (dummy)	,509
	Quarter 3 (dummy)	,243

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 3 (dummy), Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,068830131	,999	1152,817
2	,999	,999	,997	,082346653	,000	,029

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	9	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,308	18	5,462	1152,817	,000
	Residual	,137	29	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,836	1,999		1,919	,065
	Ln Sales in DDDs lagged one period	,286	,096	,287	2,965	,006
	Ln Journal advertising flow	,008	,004	,021	1,900	,067
	Ln Mailing flow	,007	,004	,017	1,738	,093
	Ln Competitive global marketing expenditures flow	,019	,039	,005	,481	,634
	Ln Detailing stock (calls)	,310	,148	,096	2,091	,045
	Ln Other marketing expenditures stock	-,039	,035	-,014	-1,133	,266
	Ln Average drug price per DDD	,919	,520	,236	1,767	,088
	Ln Average competitors price per DDD	-1,637	,769	-,143	-2,128	,042
	Drug age	,052	,013	,502	3,843	,001
	Ln Drug price x drug age	-,014	,009	-,072	-1,545	,133
	Public reimbursement (dummy)	,456	,110	,152	4,150	,000
	Laptop based materials (% of times used in calls)	,817	,799	,010	1,023	,315
	Printed material (% of times used in calls)	,269	,140	,026	1,918	,065
	Very useful (% of calls)	-,091	,176	-,005	-,518	,609
	Ln Avg number of products presented during the calls	-,356	,177	-,032	-2,006	,054
	Quarter 4 (dummy)	,074	,034	,022	2,191	,037
	Year 2013 (dummy)	,101	,038	,031	2,677	,012
	Year 2015 (dummy)	,114	,088	,034	1,291	,207
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782

	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,015	-,142	,888	-,027
	Ln Detailing flow (calls)	,001	,032	,974	,006
	Ln Competitive global marketing expenditures stock	-,005	-,231	,819	-,044
	Ln Drug price x Ln Detailing flow	,003	,040	,969	,007
	Ipad / Tablet (% of times used in calls)	,002	,104	,918	,020
	Increase / Will begin to prescribe (% of calls)	,000	,004	,997	,001
	Quarter 2 (dummy)	,000	-,008	,994	-,002
	Quarter 3 (dummy)	-,001	-,119	,906	-,022
	Year 2014 (dummy)	,018	,387	,702	,073

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,129
	Ln Competitive global marketing expenditures stock	,090
	Ln Drug price x Ln Detailing flow	,009
	Ipad / Tablet (% of times used in calls)	,161
	Increase / Will begin to prescribe (% of calls)	,295
	Quarter 2 (dummy)	,512
	Quarter 3 (dummy)	,546
	Year 2014 (dummy)	,023

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,067942769	,999	1252,708
2	,999	,999	,997	,082346653	,000	,042

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	10	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,307	17	5,783	1252,708	,000
	Residual	,138	30	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,106	1,894		2,168	,038
	Ln Sales in DDDs lagged one period	,275	,093	,276	2,973	,006
	Ln Journal advertising flow	,008	,004	,023	2,232	,033
	Ln Mailing flow	,007	,004	,017	1,779	,085
	Ln Detailing stock (calls)	,311	,147	,097	2,123	,042
	Ln Other marketing expenditures stock	-,039	,034	-,014	-1,130	,267
	Ln Average drug price per DDD	,914	,513	,235	1,782	,085
	Ln Average competitors price per DDD	-1,629	,759	-,142	-2,147	,040
	Drug age	,052	,013	,506	3,940	,000
	Ln Drug price x drug age	-,014	,009	-,069	-1,524	,138
	Public reimbursement (dummy)	,481	,095	,161	5,048	,000
	Laptop based materials (% of times used in calls)	,970	,723	,012	1,342	,190
	Printed material (% of times used in calls)	,269	,138	,026	1,946	,061
	Very useful (% of calls)	-,096	,174	-,005	-,550	,587
	Ln Avg number of products presented during the calls	-,362	,175	-,033	-2,073	,047
	Quarter 4 (dummy)	,075	,033	,023	2,254	,032
	Year 2013 (dummy)	,104	,037	,031	2,814	,009
	Year 2015 (dummy)	,118	,087	,036	1,356	,185
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395

	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,026	-,252	,803	-,047
	Ln Detailing flow (calls)	,003	,181	,858	,034
	Ln Competitive global marketing expenditures flow	,005	,481	,634	,089
	Ln Competitive global marketing expenditures stock	-,007	-,322	,750	-,060
	Ln Drug price x Ln Detailing flow	,013	,173	,864	,032
	Ipad / Tablet (% of times used in calls)	,002	,116	,908	,022
	Increase / Will begin to prescribe (% of calls)	,000	,004	,997	,001
	Quarter 2 (dummy)	,001	,158	,875	,029
	Quarter 3 (dummy)	-,002	-,213	,833	-,040
	Year 2014 (dummy)	,020	,432	,669	,080

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,143
	Ln Competitive global marketing expenditures flow	,446
	Ln Competitive global marketing expenditures stock	,094
	Ln Drug price x Ln Detailing flow	,009
	Ipad / Tablet (% of times used in calls)	,162
	Increase / Will begin to prescribe (% of calls)	,295
	Quarter 2 (dummy)	,582
	Quarter 3 (dummy)	,568
	Year 2014 (dummy)	,023

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Drug price x drug age, Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 3 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,067173458	,999	1361,644
2	,999	,999	,997	,082346653	,000	,057

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	11	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,306	16	6,144	1361,644	,000
	Residual	,140	31	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,974	1,858		2,139	,040
	Ln Sales in DDDs lagged one period	,284	,090	,285	3,148	,004
	Ln Journal advertising flow	,009	,004	,024	2,365	,024
	Ln Mailing flow	,007	,004	,016	1,729	,094
	Ln Detailing stock (calls)	,312	,145	,097	2,157	,039
	Ln Other marketing expenditures stock	-,039	,034	-,014	-1,146	,260
	Ln Average drug price per DDD	,904	,507	,233	1,784	,084
	Ln Average competitors price per DDD	-1,635	,750	-,142	-2,179	,037
	Drug age	,052	,013	,498	3,947	,000
	Ln Drug price x drug age	-,013	,009	-,067	-1,490	,146
	Public reimbursement (dummy)	,476	,094	,159	5,076	,000
	Laptop based materials (% of times used in calls)	,941	,713	,012	1,320	,196
	Printed material (% of times used in calls)	,268	,137	,026	1,962	,059
	Ln Avg number of products presented during the calls	-,343	,169	-,031	-2,027	,051
	Quarter 4 (dummy)	,078	,032	,024	2,404	,022
	Year 2013 (dummy)	,106	,036	,032	2,913	,007
	Year 2015 (dummy)	,127	,084	,038	1,510	,141
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594

	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,019	-,189	,851	-,035
	Ln Detailing flow (calls)	,003	,150	,882	,027
	Ln Competitive global marketing expenditures flow	,005	,514	,611	,093
	Ln Competitive global marketing expenditures stock	-,009	-,392	,698	-,071
	Ln Drug price x Ln Detailing flow	,006	,081	,936	,015
	Ipad / Tablet (% of times used in calls)	-,002	-,115	,909	-,021
	Very useful (% of calls)	-,005	-,550	,587	-,100
	Increase / Will begin to prescribe (% of calls)	-,003	-,277	,783	-,051
	Quarter 2 (dummy)	,000	,053	,958	,010
	Quarter 3 (dummy)	,000	,006	,995	,001
	Year 2014 (dummy)	,008	,199	,844	,036

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,144
	Ln Competitive global marketing expenditures flow	,447
	Ln Competitive global marketing expenditures stock	,095
	Ln Drug price x Ln Detailing flow	,010
	Ipad / Tablet (% of times used in calls)	,194
	Very useful (% of calls)	,546
	Increase / Will begin to prescribe (% of calls)	,400
	Quarter 2 (dummy)	,603
	Quarter 3 (dummy)	,662
	Year 2014 (dummy)	,027

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Drug price x drug age, Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 2 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,067502022	,999	1438,229
2	,999	,999	,997	,082346653	,000	,125

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	12	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,300	15	6,553	1438,229	,000
	Residual	,146	32	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,194	1,857		2,259	,031
	Ln Sales in DDDs lagged one period	,289	,090	,291	3,200	,003
	Ln Journal advertising flow	,008	,004	,022	2,232	,033
	Ln Mailing flow	,007	,004	,016	1,758	,088
	Ln Detailing stock (calls)	,230	,126	,071	1,820	,078
	Ln Average drug price per DDD	1,081	,485	,278	2,227	,033
	Ln Average competitors price per DDD	-1,912	,714	-,167	-2,679	,012
	Drug age	,055	,013	,532	4,314	,000
	Ln Drug price x drug age	-,016	,008	-,080	-1,847	,074
	Public reimbursement (dummy)	,468	,094	,156	4,981	,000
	Laptop based materials (% of times used in calls)	,797	,705	,010	1,130	,267
	Printed material (% of times used in calls)	,311	,132	,031	2,357	,025
	Ln Avg number of products presented during the calls	-,303	,166	-,027	-1,822	,078
	Quarter 4 (dummy)	,090	,031	,027	2,961	,006
	Year 2013 (dummy)	,113	,036	,034	3,117	,004
	Year 2015 (dummy)	,147	,083	,044	1,774	,086
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840

	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,019	-,190	,851	-,034
	Ln Detailing flow (calls)	-,002	-,096	,924	-,017
	Ln Competitive global marketing expenditures flow	,005	,468	,643	,084
	Ln Other marketing expenditures stock	-,014	-1,146	,260	-,202
	Ln Competitive global marketing expenditures stock	-,004	-,174	,863	-,031
	Ln Drug price x Ln Detailing flow	,004	,050	,961	,009
	Ipad / Tablet (% of times used in calls)	,004	,241	,811	,043
	Very useful (% of calls)	-,005	-,553	,584	-,099
	Increase / Will begin to prescribe (% of calls)	-,004	-,412	,684	-,074
	Quarter 2 (dummy)	,003	,405	,688	,073
	Quarter 3 (dummy)	,001	,103	,919	,018
	Year 2014 (dummy)	-,007	-,176	,861	-,032

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,151
	Ln Competitive global marketing expenditures flow	,448
	Ln Other marketing expenditures stock	,322
	Ln Competitive global marketing expenditures stock	,099
	Ln Drug price x Ln Detailing flow	,010
	Ipad / Tablet (% of times used in calls)	,215
	Very useful (% of calls)	,546
	Increase / Will begin to prescribe (% of calls)	,406
	Quarter 2 (dummy)	,670
	Quarter 3 (dummy)	,667
	Year 2014 (dummy)	,030

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,998	,067783924	,998	1528,078
2	,999	,999	,997	,082346653	,000	,182

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	13	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,294	14	7,021	1528,078	,000
	Residual	,152	33	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,647	1,821		2,552	,016
	Ln Sales in DDDs lagged one period	,284	,091	,286	3,136	,004
	Ln Journal advertising flow	,007	,004	,019	1,997	,054
	Ln Mailing flow	,007	,004	,017	1,842	,074
	Ln Detailing stock (calls)	,205	,125	,064	1,644	,110
	Ln Average drug price per DDD	1,141	,484	,294	2,355	,025
	Ln Average competitors price per DDD	-2,100	,697	-,183	-3,013	,005
	Drug age	,056	,013	,545	4,423	,000
	Ln Drug price x drug age	-,017	,008	-,089	-2,082	,045
	Public reimbursement (dummy)	,443	,092	,148	4,831	,000
	Printed material (% of times used in calls)	,328	,132	,032	2,489	,018
	Ln Avg number of products presented during the calls	-,322	,166	-,029	-1,939	,061
	Quarter 4 (dummy)	,098	,030	,030	3,269	,003
	Year 2013 (dummy)	,111	,036	,034	3,070	,004
	Year 2015 (dummy)	,155	,083	,047	1,872	,070
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483

	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,028	-,274	,786	-,048
	Ln Detailing flow (calls)	,003	,146	,884	,026
	Ln Competitive global marketing expenditures flow	,008	,886	,382	,155
	Ln Other marketing expenditures stock	-,011	-,916	,366	-,160
	Ln Competitive global marketing expenditures stock	-,007	-,303	,764	-,053
	Ln Drug price x Ln Detailing flow	,016	,228	,821	,040
	Ipad / Tablet (% of times used in calls)	,007	,487	,630	,086
	Laptop based materials (% of times used in calls)	,010	1,130	,267	,196
	Very useful (% of calls)	-,004	-,466	,644	-,082
	Increase / Will begin to prescribe (% of calls)	-,004	-,393	,697	-,069
	Quarter 2 (dummy)	,006	,683	,499	,120
	Quarter 3 (dummy)	-,001	-,133	,895	-,023
	Year 2014 (dummy)	,001	,037	,971	,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,158
	Ln Competitive global marketing expenditures flow	,537
	Ln Other marketing expenditures stock	,332
	Ln Competitive global marketing expenditures stock	,100
	Ln Drug price x Ln Detailing flow	,010
	Ipad / Tablet (% of times used in calls)	,226
	Laptop based materials (% of times used in calls)	,564
	Very useful (% of calls)	,549
	Increase / Will begin to prescribe (% of calls)	,406

	Quarter 2 (dummy)	,719
	Quarter 3 (dummy)	,697
	Year 2014 (dummy)	,031

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Quarter 2 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,998	,069461217	,998	1566,910
2	,999	,999	,997	,082346653	,000	,299

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	14	20	,988

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,282	13	7,560	1566,910	,000
	Residual	,164	34	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,125	1,047		6,807	,000
	Ln Sales in DDDs lagged one period	,311	,091	,312	3,400	,002
	Ln Journal advertising flow	,006	,004	,016	1,651	,108
	Ln Mailing flow	,006	,004	,013	1,419	,165
	Ln Average drug price per DDD	1,039	,492	,267	2,110	,042
	Ln Average competitors price per DDD	-2,736	,594	-,238	-4,606	,000
	Drug age	,050	,013	,488	4,028	,000
	Ln Drug price x drug age	-,015	,008	-,079	-1,817	,078
	Public reimbursement (dummy)	,472	,092	,158	5,119	,000
	Printed material (% of times used in calls)	,359	,134	,035	2,690	,011
	Ln Avg number of products presented during the calls	-,360	,169	-,032	-2,136	,040
	Quarter 4 (dummy)	,095	,031	,029	3,100	,004
	Year 2013 (dummy)	,095	,036	,029	2,658	,012
	Year 2015 (dummy)	,171	,084	,052	2,028	,050
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916

	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,035	-,342	,734	-,059
	Ln Detailing flow (calls)	,006	,323	,749	,056
	Ln Competitive global marketing expenditures flow	,008	,799	,430	,138
	Ln Detailing stock (calls)	,064	1,644	,110	,275
	Ln Other marketing expenditures stock	,000	-,022	,983	-,004
	Ln Competitive global marketing expenditures stock	,007	,328	,745	,057
	Ln Drug price x Ln Detailing flow	,032	,457	,651	,079
	Ipad / Tablet (% of times used in calls)	,009	,624	,537	,108
	Laptop based materials (% of times used in calls)	,007	,803	,428	,138
	Very useful (% of calls)	-,005	-,502	,619	-,087
	Increase / Will begin to prescribe (% of calls)	,001	,123	,903	,021
	Quarter 2 (dummy)	,007	,899	,375	,155
	Quarter 3 (dummy)	,001	,110	,913	,019
	Year 2014 (dummy)	-,013	-,340	,736	-,059

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,160
	Ln Competitive global marketing expenditures flow	,537
	Ln Detailing stock (calls)	,031
	Ln Other marketing expenditures stock	,430
	Ln Competitive global marketing expenditures stock	,117
	Ln Drug price x Ln Detailing flow	,010
	Ipad / Tablet (% of times used in calls)	,228
	Laptop based materials (% of times used in calls)	,581
	Very useful (% of calls)	,549
	Increase / Will begin to prescribe (% of calls)	,449

	Quarter 2 (dummy)	,735
	Quarter 3 (dummy)	,713
	Year 2014 (dummy)	,033

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Year 2013 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Quarter 2 (dummy), Ln Mailing flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,999	,998	,998	,070459033	,998	1649,585
2	,999	,999	,997	,082346653	,000	,375

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	12	35	,000
2	15	20	,971

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,272	12	8,189	1649,585	,000
	Residual	,174	35	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,441	1,037		7,173	,000
	Ln Sales in DDDs lagged one period	,284	,091	,285	3,128	,004
	Ln Journal advertising flow	,007	,003	,019	2,047	,048
	Ln Average drug price per DDD	,881	,486	,227	1,811	,079
	Ln Average competitors price per DDD	-2,610	,596	-,227	-4,381	,000
	Drug age	,050	,013	,481	3,913	,000
	Ln Drug price x drug age	-,014	,009	-,071	-1,616	,115
	Public reimbursement (dummy)	,459	,093	,153	4,931	,000
	Printed material (% of times used in calls)	,359	,135	,035	2,649	,012
	Ln Avg number of products presented during the calls	-,373	,171	-,034	-2,182	,036
	Quarter 4 (dummy)	,098	,031	,030	3,153	,003
	Year 2013 (dummy)	,090	,036	,027	2,490	,018
	Year 2015 (dummy)	,222	,077	,067	2,873	,007
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916

	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,058	-,559	,580	-,096
	Ln Detailing flow (calls)	,009	,518	,608	,088
	Ln Mailing flow	,013	1,419	,165	,236
	Ln Competitive global marketing expenditures flow	,009	,883	,384	,150
	Ln Detailing stock (calls)	,045	1,154	,257	,194
	Ln Other marketing expenditures stock	-,002	-,225	,823	-,039
	Ln Competitive global marketing expenditures stock	,016	,832	,411	,141
	Ln Drug price x Ln Detailing flow	,048	,683	,499	,116
	Ipad / Tablet (% of times used in calls)	,013	,875	,388	,148
	Laptop based materials (% of times used in calls)	,009	,963	,342	,163
	Very useful (% of calls)	-,002	-,216	,831	-,037
	Increase / Will begin to prescribe (% of calls)	,003	,311	,757	,053
	Quarter 2 (dummy)	,007	,829	,413	,141
	Quarter 3 (dummy)	,000	,003	,998	,000
	Year 2014 (dummy)	-,008	-,193	,848	-,033

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,164
	Ln Mailing flow	,582
	Ln Competitive global marketing expenditures flow	,540
	Ln Detailing stock (calls)	,033
	Ln Other marketing expenditures stock	,440
	Ln Competitive global marketing expenditures stock	,137
	Ln Drug price x Ln Detailing flow	,010
	Ipad / Tablet (% of times used in calls)	,237
	Laptop based materials (% of times used in calls)	,590

	Very useful (% of calls)	,571
	Increase / Will begin to prescribe (% of calls)	,457
	Quarter 2 (dummy)	,736
	Quarter 3 (dummy)	,718
	Year 2014 (dummy)	,033

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Year 2013 (dummy), Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period	.
2	Quarter 2 (dummy), Ln Mailing flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,998	,072019802	,998	1722,167
2	,999	,999	,997	,082346653	,001	,471

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	16	20	,934

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,259	11	8,933	1722,167	,000
	Residual	,187	36	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,627	1,054		7,238	,000
	Ln Sales in DDDs lagged one period	,313	,091	,315	3,447	,001
	Ln Journal advertising flow	,007	,004	,018	1,880	,068
	Ln Average drug price per DDD	,153	,188	,039	,813	,422
	Ln Average competitors price per DDD	-2,125	,526	-,185	-4,038	,000
	Drug age	,033	,007	,315	4,577	,000
	Public reimbursement (dummy)	,520	,087	,174	5,981	,000
	Printed material (% of times used in calls)	,218	,106	,021	2,056	,047
	Ln Avg number of products presented during the calls	-,369	,175	-,033	-2,114	,042
	Quarter 4 (dummy)	,101	,032	,031	3,207	,003
	Year 2013 (dummy)	,066	,034	,020	1,967	,057
	Year 2015 (dummy)	,272	,073	,082	3,745	,001
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334

	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,043	-,411	,683	-,069
	Ln Detailing flow (calls)	,008	,425	,673	,072
	Ln Mailing flow	,011	1,146	,260	,190
	Ln Competitive global marketing expenditures flow	,008	,800	,429	,134
	Ln Detailing stock (calls)	,037	,948	,350	,158
	Ln Other marketing expenditures stock	-,007	-,612	,545	-,103
	Ln Competitive global marketing expenditures stock	,023	1,193	,241	,198
	Ln Drug price x Ln Detailing flow	,033	,467	,644	,079
	Ln Drug price x drug age	-,071	-1,616	,115	-,264
	Ipad / Tablet (% of times used in calls)	,008	,546	,588	,092
	Laptop based materials (% of times used in calls)	,011	1,238	,224	,205
	Very useful (% of calls)	,000	-,046	,963	-,008
	Increase / Will begin to prescribe (% of calls)	,002	,197	,845	,033
	Quarter 2 (dummy)	,008	,924	,362	,154
	Quarter 3 (dummy)	,002	,200	,843	,034
	Year 2014 (dummy)	-,018	-,457	,651	-,077

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,164
	Ln Mailing flow	,593
	Ln Competitive global marketing expenditures flow	,541
	Ln Detailing stock (calls)	,034
	Ln Other marketing expenditures stock	,470
	Ln Competitive global marketing expenditures stock	,146
	Ln Drug price x Ln Detailing flow	,010
	Ln Drug price x drug age	,026
	Ipad / Tablet (% of times used in calls)	,245
	Laptop based materials (% of times used in calls)	,612

	Very useful (% of calls)	,577
	Increase / Will begin to prescribe (% of calls)	,459
	Quarter 2 (dummy)	,740
	Quarter 3 (dummy)	,729
	Year 2014 (dummy)	,034

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Year 2013 (dummy), Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period	.
2	Quarter 2 (dummy), Ln Mailing flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,998	,071688943	,998	1911,844
2	,999	,999	,997	,082346653	,001	,473

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	17	20	,938

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,255	10	9,826	1911,844	,000
	Residual	,190	37	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,521	1,041		7,226	,000
	Ln Sales in DDDs lagged one period	,313	,090	,315	3,463	,001
	Ln Journal advertising flow	,007	,003	,020	2,106	,042
	Ln Average competitors price per DDD	-1,830	,379	-,159	-4,825	,000
	Drug age	,033	,007	,320	4,703	,000
	Public reimbursement (dummy)	,475	,067	,159	7,082	,000
	Printed material (% of times used in calls)	,162	,081	,016	2,015	,051
	Ln Avg number of products presented during the calls	-,328	,166	-,030	-1,971	,056
	Quarter 4 (dummy)	,099	,031	,030	3,163	,003
	Year 2013 (dummy)	,055	,031	,017	1,800	,080
	Year 2015 (dummy)	,258	,070	,078	3,673	,001
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334

	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,037	-,352	,727	-,059
	Ln Detailing flow (calls)	,000	-,003	,998	,000
	Ln Mailing flow	,008	,885	,382	,146
	Ln Competitive global marketing expenditures flow	,009	,888	,381	,146
	Ln Detailing stock (calls)	,040	1,022	,314	,168
	Ln Other marketing expenditures stock	-,008	-,717	,478	-,119
	Ln Competitive global marketing expenditures stock	,023	1,220	,230	,199
	Ln Average drug price per DDD	,039	,813	,422	,134
	Ln Drug price x Ln Detailing flow	,045	,913	,367	,150
	Ln Drug price x drug age	,003	,152	,880	,025
	Ipad / Tablet (% of times used in calls)	,005	,317	,753	,053
	Laptop based materials (% of times used in calls)	,010	1,057	,298	,173
	Very useful (% of calls)	-,002	-,240	,811	-,040
	Increase / Will begin to prescribe (% of calls)	-,001	-,061	,952	-,010
	Quarter 2 (dummy)	,005	,659	,514	,109
	Quarter 3 (dummy)	,002	,266	,792	,044
	Year 2014 (dummy)	-,015	-,390	,699	-,065

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,211
	Ln Mailing flow	,638
	Ln Competitive global marketing expenditures flow	,547
	Ln Detailing stock (calls)	,034
	Ln Other marketing expenditures stock	,479
	Ln Competitive global marketing expenditures stock	,146
	Ln Average drug price per DDD	,022
	Ln Drug price x Ln Detailing flow	,021

	Ln Drug price x drug age	,184
	Ipad / Tablet (% of times used in calls)	,263
	Laptop based materials (% of times used in calls)	,636
	Very useful (% of calls)	,613
	Increase / Will begin to prescribe (% of calls)	,508
	Quarter 2 (dummy)	,803
	Quarter 3 (dummy)	,734
	Year 2014 (dummy)	,034

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period	.
2	Quarter 2 (dummy), Ln Mailing flow, Year 2013 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,999	,998	,997	,073772134	,998	2005,654
2	,999	,999	,997	,082346653	,001	,583

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	9	38	,000
2	18	20	,872

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,239	9	10,915	2005,654	,000
	Residual	,207	38	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,267	1,061		6,848	,000
	Ln Sales in DDDs lagged one period	,350	,091	,352	3,870	,000
	Ln Journal advertising flow	,005	,003	,013	1,451	,155
	Ln Average competitors price per DDD	-1,814	,390	-,158	-4,649	,000
	Drug age	,030	,007	,294	4,297	,000
	Public reimbursement (dummy)	,447	,067	,149	6,657	,000
	Printed material (% of times used in calls)	,182	,082	,018	2,221	,032
	Ln Avg number of products presented during the calls	-,287	,170	-,026	-1,694	,098
	Quarter 4 (dummy)	,092	,032	,028	2,879	,007
	Year 2015 (dummy)	,232	,071	,070	3,285	,002
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969

	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,011	-,102	,919	-,017
	Ln Detailing flow (calls)	,005	,317	,753	,052
	Ln Mailing flow	,009	,967	,340	,157
	Ln Competitive global marketing expenditures flow	,011	1,085	,285	,176
	Ln Detailing stock (calls)	,019	,477	,636	,078
	Ln Other marketing expenditures stock	-,010	-,917	,365	-,149
	Ln Competitive global marketing expenditures stock	,031	1,679	,101	,266
	Ln Average drug price per DDD	,001	,028	,978	,005
	Ln Drug price x Ln Detailing flow	,012	,256	,800	,042
	Ln Drug price x drug age	-,004	-,232	,818	-,038
	Ipad / Tablet (% of times used in calls)	,001	,038	,970	,006
	Laptop based materials (% of times used in calls)	,010	1,023	,313	,166
	Very useful (% of calls)	-,003	-,363	,719	-,060
	Increase / Will begin to prescribe (% of calls)	,003	,287	,775	,047
	Quarter 2 (dummy)	,004	,523	,604	,086
	Quarter 3 (dummy)	,001	,090	,929	,015
	Year 2013 (dummy)	,017	1,800	,080	,284
	Year 2014 (dummy)	-,032	-1,775	,084	-,280

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Detailing flow (calls)	,218
	Ln Mailing flow	,640
	Ln Competitive global marketing expenditures flow	,556
	Ln Detailing stock (calls)	,037
	Ln Other marketing expenditures stock	,487
	Ln Competitive global marketing expenditures stock	,160
	Ln Average drug price per DDD	,027
	Ln Drug price x Ln Detailing flow	,024

	Ln Drug price x drug age	,193
	Ipad / Tablet (% of times used in calls)	,270
	Laptop based materials (% of times used in calls)	,636
	Very useful (% of calls)	,617
	Increase / Will begin to prescribe (% of calls)	,529
	Quarter 2 (dummy)	,807
	Quarter 3 (dummy)	,741
	Year 2013 (dummy)	,602
	Year 2014 (dummy)	,158

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Average competitors price per DDD, Ln Avg number of products presented during the calls, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period
2	Quarter 3 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Mailing flow, Very useful (% of calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,074810762	,998	2193,887
2	,999	,999	,997	,082346653	,001	,642

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	19	20	,831

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,227	8	12,278	2193,887	,000
	Residual	,218	39	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,140	1,073		6,657	,000
	Ln Sales in DDDs lagged one period	,371	,091	,373	4,094	,000
	Ln Average competitors price per DDD	-1,774	,395	-,155	-4,494	,000
	Drug age	,028	,007	,274	4,030	,000
	Public reimbursement (dummy)	,456	,068	,152	6,732	,000
	Printed material (% of times used in calls)	,198	,083	,019	2,403	,021
	Ln Avg number of products presented during the calls	-,298	,172	-,027	-1,736	,091
	Quarter 4 (dummy)	,080	,031	,024	2,548	,015
	Year 2015 (dummy)	,211	,070	,064	3,007	,005
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487

	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,017	-,153	,879	-,025	,005
	Ln Detailing flow (calls)	,007	,437	,665	,071	,220
	Ln Journal advertising flow	,013	1,451	,155	,229	,710
	Ln Mailing flow	,011	1,227	,227	,195	,666
	Ln Competitive global marketing expenditures flow	,014	1,454	,154	,230	,606
	Ln Detailing stock (calls)	,010	,254	,801	,041	,038
	Ln Other marketing expenditures stock	-,010	-,942	,352	-,151	,487
	Ln Competitive global marketing expenditures stock	,033	1,785	,082	,278	,161
	Ln Average drug price per DDD	,024	,549	,586	,089	,031
	Ln Drug price x Ln Detailing flow	,038	,865	,392	,139	,030
	Ln Drug price x drug age	,004	,245	,808	,040	,216
	Ipad / Tablet (% of times used in calls)	,002	,146	,885	,024	,271
	Laptop based materials (% of times used in calls)	,005	,565	,575	,091	,689
	Very useful (% of calls)	-,006	-,586	,562	-,095	,634
	Increase / Will begin to prescribe (% of calls)	,005	,528	,600	,085	,546
	Quarter 2 (dummy)	,005	,569	,573	,092	,808
	Quarter 3 (dummy)	-,003	-,342	,734	-,055	,815
	Year 2013 (dummy)	,009	,975	,336	,156	,727
	Year 2014 (dummy)	-,010	-,646	,522	-,104	,224

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Average competitors price per DDD, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period
2	Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,076669793	,998	2386,774
2	,999	,999	,997	,082346653	,001	,734

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	20	20	,752

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,211	7	14,030	2386,774	,000
	Residual	,235	40	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	6,775	1,078		6,286
	Ln Sales in DDDs lagged one period	,373	,093	,375	4,018
	Ln Average competitors price per DDD	-1,659	,399	-,145	-4,160
	Drug age	,031	,007	,297	4,342

	Public reimbursement (dummy)	,501	,064	,167	7,810
	Printed material (% of times used in calls)	,213	,084	,021	2,530
	Quarter 4 (dummy)	,071	,032	,022	2,253
	Year 2015 (dummy)	,185	,070	,056	2,632

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Public reimbursement (dummy)	,000
	Printed material (% of times used in calls)	,015
	Quarter 4 (dummy)	,030
	Year 2015 (dummy)	,012

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005	,048	,962	,008	,005
	Ln Detailing flow (calls)	,013	,831	,411	,132	,234
	Ln Journal advertising flow	,013	1,492	,144	,232	,711
	Ln Mailing flow	,013	1,422	,163	,222	,678
	Ln Competitive global marketing expenditures flow	,015	1,545	,130	,240	,610
	Ln Detailing stock (calls)	,018	,457	,650	,073	,038
	Ln Other marketing expenditures stock	-,004	-,361	,720	-,058	,536
	Ln Competitive global marketing expenditures stock	,036	1,962	,057	,300	,163
	Ln Average drug price per DDD	,009	,203	,840	,033	,032
	Ln Drug price x Ln Detailing flow	,033	,733	,468	,117	,030
	Ln Drug price x drug age	-,002	-,119	,906	-,019	,226
	Ipad / Tablet (% of times used in calls)	,001	,063	,950	,010	,272
	Laptop based materials (% of times used in calls)	,007	,755	,455	,120	,700
	Very useful (% of calls)	-,001	-,072	,943	-,012	,689
	Increase / Will begin to prescribe (% of calls)	,010	1,058	,297	,167	,615
	Ln Avg number of products presented during the calls	-,027	-1,736	,091	-,268	,237
	Quarter 2 (dummy)	,006	,748	,459	,119	,819
	Quarter 3 (dummy)	-,003	-,311	,758	-,050	,815
	Year 2013 (dummy)	,006	,699	,489	,111	,741
	Year 2014 (dummy)	-,007	-,429	,670	-,069	,228

8.2. Product BL2

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,997	,994	,986	,067286441	,994	126,382

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093

	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,994	,986	,065772674	,994	137,556
2	,997	,994	,986	,067286441	,000	,021

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,885

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,877	25	,595	137,556	,000
	Residual	,095	22	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,035	4,344		1,389	,179
	Ln Sales in DDDs lagged one period	-,133	,161	-,142	-,830	,416
	Ln Sales in DDDs lagged two periods	,435	,142	,495	3,060	,006
	Ln Detailing flow (calls)	,203	,462	,108	,440	,664
	Ln Journal advertising flow	,005	,004	,035	1,294	,209
	Ln Mailing flow	-,002	,004	-,011	-,467	,645
	Ln Competitive global marketing expenditures flow	,090	,060	,088	1,496	,149
	Ln Detailing stock (calls)	,141	,158	,042	,892	,382
	Ln Other marketing expenditures stock	-,105	,058	-,079	-1,804	,085
	Ln Competitive global marketing expenditures stock	,076	,113	,077	,670	,510
	Ln Average drug price per DDD	1,622	3,533	,348	,459	,651
	Ln Average competitors price per DDD	-,138	,228	-,091	-,606	,550
	Drug age	-,021	,018	-,522	-1,173	,253
	Ln Drug price x Ln Detailing flow	-,237	,427	-,474	-,554	,585
	Public reimbursement (dummy)	-,208	,114	-,178	-1,817	,083
	Ipad / Tablet (% of times used in calls)	,321	,351	,026	,913	,371
	Laptop based materials (% of times used in calls)	-1,541	,474	-,087	-3,249	,004
	Printed material (% of times used in calls)	,210	,122	,057	1,722	,099
	Very useful (% of calls)	-,133	,186	-,020	-,719	,480
	Ln Avg number of products presented during the calls	-,151	,212	-,019	-,715	,482
	Quarter 2 (dummy)	,063	,063	,049	1,001	,328

	Quarter 3 (dummy)	,169	,098	,131	1,722	,099
	Quarter 4 (dummy)	,395	,141	,306	2,791	,011
	Year 2013 (dummy)	,553	,204	,429	2,715	,013
	Year 2014 (dummy)	1,122	,379	,870	2,957	,007
	Year 2015 (dummy)	1,401	,575	1,086	2,437	,023
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,007	,146	,885	,032

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,121

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,997	,994	,987	,064609583	,994	148,484
2	,997	,994	,986	,067286441	,000	,103

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	24	23	,000
2	2	21	,902

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,876	24	,620	148,484	,000
	Residual	,096	23	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,467	2,826		2,642	,015
	Ln Sales in DDDs lagged one period	-,120	,155	-,128	-,775	,446
	Ln Sales in DDDs lagged two periods	,428	,139	,486	3,084	,005
	Ln Journal advertising flow	,005	,004	,035	1,317	,201
	Ln Mailing flow	-,002	,004	-,010	-,441	,663
	Ln Competitive global marketing expenditures flow	,095	,058	,093	1,640	,115
	Ln Detailing stock (calls)	,152	,154	,046	,992	,332
	Ln Other marketing expenditures stock	-,103	,057	-,078	-1,819	,082

	Ln Competitive global marketing expenditures stock	,072	,111	,073	,645	,525
	Ln Average drug price per DDD	,118	,883	,025	,134	,895
	Ln Average competitors price per DDD	-,127	,222	-,083	-,572	,573
	Drug age	-,021	,018	-,509	-1,168	,255
	Ln Drug price x Ln Detailing flow	-,050	,060	-,101	-,842	,408
	Public reimbursement (dummy)	-,202	,111	-,173	-1,810	,083
	Ipad / Tablet (% of times used in calls)	,347	,340	,028	1,020	,318
	Laptop based materials (% of times used in calls)	-1,592	,452	-,090	-3,526	,002
	Printed material (% of times used in calls)	,224	,116	,061	1,941	,065
	Very useful (% of calls)	-,154	,177	-,023	-,873	,392
	Ln Avg number of products presented during the calls	-,149	,208	-,019	-,717	,481
	Quarter 2 (dummy)	,059	,061	,046	,962	,346
	Quarter 3 (dummy)	,165	,096	,128	1,725	,098
	Quarter 4 (dummy)	,388	,138	,300	2,808	,010
	Year 2013 (dummy)	,536	,197	,416	2,729	,012
	Year 2014 (dummy)	1,094	,368	,849	2,977	,007
	Year 2015 (dummy)	1,363	,558	1,057	2,441	,023
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017

	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,108	,440	,664	,093
	Increase / Will begin to prescribe (% of calls)	,004	,080	,937	,017

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,005
	Increase / Will begin to prescribe (% of calls)	,124

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age	.
2	Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,997	,994	,987	,063273750	,994	161,551
2	,997	,994	,986	,067286441	,000	,074

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,973

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,876	23	,647	161,551	,000
	Residual	,096	24	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,679	2,289		3,355	,003
	Ln Sales in DDDs lagged one period	-,126	,146	-,134	-,861	,398
	Ln Sales in DDDs lagged two periods	,422	,128	,479	3,295	,003
	Ln Journal advertising flow	,005	,004	,035	1,339	,193
	Ln Mailing flow	-,002	,004	-,010	-,458	,651
	Ln Competitive global marketing expenditures flow	,092	,053	,091	1,731	,096
	Ln Detailing stock (calls)	,157	,147	,047	1,065	,297
	Ln Other marketing expenditures stock	-,100	,050	-,075	-2,007	,056
	Ln Competitive global marketing expenditures stock	,068	,106	,069	,645	,525
	Ln Average competitors price per DDD	-,130	,217	-,085	-,598	,556
	Drug age	-,020	,017	-,494	-1,199	,242
	Ln Drug price x Ln Detailing flow	-,045	,042	-,090	-1,071	,295
	Public reimbursement (dummy)	-,203	,109	-,173	-1,858	,076
	Ipad / Tablet (% of times used in calls)	,335	,322	,027	1,041	,308
	Laptop based materials (% of times used in calls)	-1,569	,409	-,089	-3,838	,001
	Printed material (% of times used in calls)	,228	,110	,062	2,075	,049
	Very useful (% of calls)	-,157	,171	-,023	-,920	,367
	Ln Avg number of products presented during the calls	-,154	,201	-,019	-,767	,451
	Quarter 2 (dummy)	,056	,057	,044	,988	,333
	Quarter 3 (dummy)	,164	,093	,127	1,759	,091
	Quarter 4 (dummy)	,385	,134	,298	2,881	,008
	Year 2013 (dummy)	,531	,189	,412	2,816	,010
	Year 2014 (dummy)	1,083	,350	,840	3,092	,005
	Year 2015 (dummy)	1,349	,537	1,046	2,513	,019
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172

	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,001	-,015	,988	-,003
	Ln Average drug price per DDD	,025	,134	,895	,028
	Increase / Will begin to prescribe (% of calls)	,005	,105	,917	,022

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,075
	Ln Average drug price per DDD	,008
	Increase / Will begin to prescribe (% of calls)	,128

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,994	,988	,062266281	,994	174,394
2	,997	,994	,986	,067286441	,000	,102

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,875	22	,676	174,394	,000
	Residual	,097	25	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,489	2,215		3,381	,002
	Ln Sales in DDDs lagged one period	-,105	,137	-,113	-,769	,449
	Ln Sales in DDDs lagged two periods	,420	,126	,477	3,335	,003
	Ln Journal advertising flow	,005	,004	,037	1,469	,154
	Ln Competitive global marketing expenditures flow	,083	,048	,081	1,711	,099
	Ln Detailing stock (calls)	,171	,142	,051	1,206	,239
	Ln Other marketing expenditures stock	-,093	,047	-,070	-1,993	,057

	Ln Competitive global marketing expenditures stock	,052	,098	,053	,530	,601
	Ln Average competitors price per DDD	-,155	,206	-,102	-,754	,458
	Drug age	-,017	,015	-,431	-1,127	,270
	Ln Drug price x Ln Detailing flow	-,041	,040	-,083	-1,017	,319
	Public reimbursement (dummy)	-,207	,107	-,178	-1,943	,063
	Ipad / Tablet (% of times used in calls)	,374	,306	,031	1,224	,232
	Laptop based materials (% of times used in calls)	-1,592	,399	-,090	-3,984	,001
	Printed material (% of times used in calls)	,224	,108	,061	2,078	,048
	Very useful (% of calls)	-,175	,164	-,026	-1,069	,295
	Ln Avg number of products presented during the calls	-,146	,197	-,018	-,742	,465
	Quarter 2 (dummy)	,052	,055	,040	,935	,359
	Quarter 3 (dummy)	,155	,090	,120	1,727	,096
	Quarter 4 (dummy)	,363	,123	,281	2,955	,007
	Year 2013 (dummy)	,491	,165	,381	2,978	,006
	Year 2014 (dummy)	1,018	,315	,789	3,228	,003
	Year 2015 (dummy)	1,255	,489	,973	2,569	,017
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684

	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,003	-,049	,962	-,010
	Ln Mailing flow	-,010	-,458	,651	-,093
	Ln Average drug price per DDD	,030	,161	,874	,033
	Increase / Will begin to prescribe (% of calls)	,009	,212	,834	,043

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,075
	Ln Mailing flow	,542
	Ln Average drug price per DDD	,008
	Increase / Will begin to prescribe (% of calls)	,136

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,997	,993	,988	,061398961	,993	187,882
2	,997	,994	,986	,067286441	,000	,130

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,874	21	,708	187,882	,000
	Residual	,098	26	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,785	2,114		3,683	,001
	Ln Sales in DDDs lagged one period	-,093	,133	-,100	-,700	,490
	Ln Sales in DDDs lagged two periods	,442	,117	,503	3,780	,001
	Ln Journal advertising flow	,006	,003	,041	1,685	,104
	Ln Competitive global marketing expenditures flow	,085	,047	,083	1,782	,086
	Ln Detailing stock (calls)	,178	,139	,053	1,283	,211
	Ln Other marketing expenditures stock	-,088	,045	-,067	-1,955	,061
	Ln Average competitors price per DDD	-,173	,201	-,114	-,862	,396
	Drug age	-,019	,015	-,479	-1,306	,203
	Ln Drug price x Ln Detailing flow	-,050	,037	-,099	-1,350	,189
	Public reimbursement (dummy)	-,192	,101	-,164	-1,896	,069
	Ipad / Tablet (% of times used in calls)	,394	,299	,032	1,315	,200
	Laptop based materials (% of times used in calls)	-1,551	,387	-,088	-4,012	,000
	Printed material (% of times used in calls)	,236	,104	,064	2,283	,031
	Very useful (% of calls)	-,208	,150	-,031	-1,389	,176
	Ln Avg number of products presented during the calls	-,153	,193	-,019	-,793	,435
	Quarter 2 (dummy)	,060	,052	,046	1,149	,261
	Quarter 3 (dummy)	,167	,085	,129	1,953	,062
	Quarter 4 (dummy)	,374	,119	,290	3,140	,004
	Year 2013 (dummy)	,488	,163	,378	2,999	,006
	Year 2014 (dummy)	1,027	,311	,797	3,308	,003
	Year 2015 (dummy)	1,286	,478	,997	2,690	,012
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554

	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,004	,071	,944	,014
	Ln Mailing flow	-,005	-,261	,796	-,052
	Ln Competitive global marketing expenditures stock	,053	,530	,601	,105
	Ln Average drug price per DDD	,005	,026	,979	,005
	Increase / Will begin to prescribe (% of calls)	,004	,092	,928	,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,079
	Ln Mailing flow	,610
	Ln Competitive global marketing expenditures stock	,026
	Ln Average drug price per DDD	,008
	Increase / Will begin to prescribe (% of calls)	,143

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average competitors price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,993	,988	,060815610	,993	201,054
2	,997	,994	,986	,067286441	,000	,176

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,872	20	,744	201,054	,000
	Residual	,100	27	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,010	1,784		3,930	,001
	Ln Sales in DDDs lagged two periods	,406	,104	,462	3,904	,001
	Ln Journal advertising flow	,005	,003	,035	1,554	,132
	Ln Competitive global marketing expenditures flow	,083	,047	,082	1,776	,087
	Ln Detailing stock (calls)	,174	,137	,052	1,267	,216
	Ln Other marketing expenditures stock	-,082	,044	-,061	-1,865	,073
	Ln Average competitors price per DDD	-,166	,199	-,109	-,838	,410
	Drug age	-,020	,015	-,493	-1,360	,185

	Ln Drug price x Ln Detailing flow	-,043	,035	-,087	-1,227	,230
	Public reimbursement (dummy)	-,185	,100	-,158	-1,855	,075
	Ipad / Tablet (% of times used in calls)	,419	,294	,034	1,421	,167
	Laptop based materials (% of times used in calls)	-1,533	,382	-,087	-4,011	,000
	Printed material (% of times used in calls)	,220	,100	,060	2,203	,036
	Very useful (% of calls)	-,199	,148	-,029	-1,348	,189
	Ln Avg number of products presented during the calls	-,081	,161	-,010	-,499	,622
	Quarter 2 (dummy)	,054	,051	,042	1,057	,300
	Quarter 3 (dummy)	,157	,083	,122	1,881	,071
	Quarter 4 (dummy)	,358	,116	,278	3,091	,005
	Year 2013 (dummy)	,459	,156	,356	2,945	,007
	Year 2014 (dummy)	,985	,302	,763	3,265	,003
	Year 2015 (dummy)	1,243	,470	,964	2,646	,013
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,100	-,700	,490	-,136
	Ln Detailing flow (calls)	-,009	-,161	,874	-,032
	Ln Mailing flow	-,002	-,089	,930	-,017
	Ln Competitive global marketing expenditures stock	,040	,409	,686	,080
	Ln Average drug price per DDD	,039	,234	,817	,046
	Increase / Will begin to prescribe (% of calls)	-,002	-,051	,960	-,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,012
	Ln Detailing flow (calls)	,089
	Ln Mailing flow	,648
	Ln Competitive global marketing expenditures stock	,027
	Ln Average drug price per DDD	,009
	Increase / Will begin to prescribe (% of calls)	,149

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Ln Average competitors price per DDD, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,997	,993	,989	,059994820	,993	217,453
2	,997	,994	,986	,067286441	,000	,180

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,987

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	14,871	19	,783	217,453	,000
	Residual	,101	28	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,983	1,759		3,970	,000
	Ln Sales in DDDs lagged two periods	,407	,103	,462	3,961	,000
	Ln Journal advertising flow	,005	,003	,034	1,532	,137
	Ln Competitive global marketing expenditures flow	,082	,046	,081	1,775	,087
	Ln Detailing stock (calls)	,163	,134	,049	1,218	,234
	Ln Other marketing expenditures stock	-,075	,041	-,056	-1,824	,079
	Ln Average competitors price per DDD	-,171	,196	-,112	-,874	,389
	Drug age	-,020	,014	-,491	-1,374	,180
	Ln Drug price x Ln Detailing flow	-,039	,034	-,079	-1,160	,256
	Public reimbursement (dummy)	-,178	,097	-,152	-1,827	,078
	Ipad / Tablet (% of times used in calls)	,447	,285	,036	1,570	,128
	Laptop based materials (% of times used in calls)	-1,574	,368	-,089	-4,275	,000
	Printed material (% of times used in calls)	,229	,097	,062	2,355	,026
	Very useful (% of calls)	-,202	,146	-,030	-1,386	,177
	Quarter 2 (dummy)	,053	,050	,041	1,061	,298
	Quarter 3 (dummy)	,155	,082	,120	1,887	,070
	Quarter 4 (dummy)	,358	,114	,278	3,137	,004
	Year 2013 (dummy)	,459	,154	,356	2,979	,006
	Year 2014 (dummy)	,985	,297	,764	3,311	,003
	Year 2015 (dummy)	1,236	,463	,958	2,668	,013
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005

	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,039	-,326	,747	-,063
	Ln Detailing flow (calls)	-,007	-,142	,888	-,027
	Ln Mailing flow	-,002	-,106	,916	-,020
	Ln Competitive global marketing expenditures stock	,047	,502	,620	,096
	Ln Average drug price per DDD	,037	,225	,823	,043
	Increase / Will begin to prescribe (% of calls)	,004	,105	,917	,020
	Ln Avg number of products presented during the calls	-,010	-,499	,622	-,096

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,089
	Ln Mailing flow	,649
	Ln Competitive global marketing expenditures stock	,028
	Ln Average drug price per DDD	,009
	Increase / Will begin to prescribe (% of calls)	,165
	Ln Avg number of products presented during the calls	,594

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age	.
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,993	,989	,059750572	,993	231,371
2	,997	,994	,986	,067286441	,001	,233

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,868	18	,826	231,371	,000
	Residual	,104	29	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,937	1,751		3,961	,000
	Ln Sales in DDDs lagged two periods	,423	,101	,481	4,207	,000
	Ln Journal advertising flow	,005	,003	,033	1,489	,147
	Ln Competitive global marketing expenditures flow	,103	,039	,101	2,610	,014
	Ln Detailing stock (calls)	,123	,125	,037	,983	,334
	Ln Other marketing expenditures stock	-,083	,040	-,063	-2,104	,044
	Drug age	-,023	,014	-,561	-1,615	,117

	Ln Drug price x Ln Detailing flow	-,059	,026	-,117	-2,279	,030
	Public reimbursement (dummy)	-,118	,069	-,101	-1,712	,098
	Ipad / Tablet (% of times used in calls)	,530	,267	,043	1,983	,057
	Laptop based materials (% of times used in calls)	-1,463	,344	-,083	-4,251	,000
	Printed material (% of times used in calls)	,265	,088	,072	3,023	,005
	Very useful (% of calls)	-,192	,145	-,028	-1,327	,195
	Quarter 2 (dummy)	,071	,046	,055	1,547	,133
	Quarter 3 (dummy)	,172	,080	,133	2,161	,039
	Quarter 4 (dummy)	,383	,110	,297	3,475	,002
	Year 2013 (dummy)	,500	,146	,388	3,432	,002
	Year 2014 (dummy)	1,031	,292	,799	3,534	,001
	Year 2015 (dummy)	1,316	,452	1,020	2,912	,007
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,032	-,269	,790	-,051
	Ln Detailing flow (calls)	-,011	-,205	,839	-,039
	Ln Mailing flow	-,005	-,281	,781	-,053
	Ln Competitive global marketing expenditures stock	,060	,649	,522	,122
	Ln Average drug price per DDD	,043	,263	,794	,050
	Ln Average competitors price per DDD	-,112	-,874	,389	-,163
	Increase / Will begin to prescribe (% of calls)	,005	,119	,906	,022
	Ln Avg number of products presented during the calls	-,011	-,543	,592	-,102

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,090
	Ln Mailing flow	,677
	Ln Competitive global marketing expenditures stock	,029
	Ln Average drug price per DDD	,009
	Ln Average competitors price per DDD	,015
	Increase / Will begin to prescribe (% of calls)	,165
	Ln Avg number of products presented during the calls	,595

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,996	,993	,989	,059716317	,993	245,206
2	,997	,994	,986	,067286441	,001	,292

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,865	17	,874	245,206	,000
	Residual	,107	30	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,084	1,304		6,198	,000
	Ln Sales in DDDs lagged two periods	,420	,100	,477	4,179	,000
	Ln Journal advertising flow	,005	,003	,036	1,642	,111
	Ln Competitive global marketing expenditures flow	,099	,039	,098	2,524	,017
	Ln Other marketing expenditures stock	-,082	,040	-,061	-2,063	,048
	Drug age	-,023	,014	-,580	-1,674	,104
	Ln Drug price x Ln Detailing flow	-,058	,026	-,117	-2,274	,030
	Public reimbursement (dummy)	-,072	,050	-,061	-1,427	,164
	Ipad / Tablet (% of times used in calls)	,563	,265	,046	2,123	,042
	Laptop based materials (% of times used in calls)	-1,401	,338	-,079	-4,144	,000
	Printed material (% of times used in calls)	,268	,088	,073	3,062	,005
	Very useful (% of calls)	-,157	,140	-,023	-1,121	,271
	Quarter 2 (dummy)	,079	,045	,061	1,753	,090
	Quarter 3 (dummy)	,169	,079	,131	2,131	,041
	Quarter 4 (dummy)	,380	,110	,294	3,448	,002
	Year 2013 (dummy)	,513	,145	,397	3,533	,001
	Year 2014 (dummy)	1,005	,290	,779	3,462	,002
	Year 2015 (dummy)	1,282	,450	,994	2,845	,008
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495

	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,041	-,347	,731	-,064
	Ln Detailing flow (calls)	-,017	-,326	,747	-,060
	Ln Mailing flow	-,007	-,379	,708	-,070
	Ln Detailing stock (calls)	,037	,983	,334	,180
	Ln Competitive global marketing expenditures stock	,061	,665	,511	,123
	Ln Average drug price per DDD	,070	,433	,668	,080
	Ln Average competitors price per DDD	-,059	-,486	,631	-,090
	Increase / Will begin to prescribe (% of calls)	,008	,200	,843	,037
	Ln Avg number of products presented during the calls	-,007	-,346	,732	-,064

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,091
	Ln Mailing flow	,684
	Ln Detailing stock (calls)	,169
	Ln Competitive global marketing expenditures stock	,029
	Ln Average drug price per DDD	,009
	Ln Average competitors price per DDD	,016
	Increase / Will begin to prescribe (% of calls)	,166
	Ln Avg number of products presented during the calls	,618

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,996	,993	,989	,059962950	,993	258,314
2	,997	,994	,986	,067286441	,001	,362

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,950

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,861	16	,929	258,314	,000
	Residual	,111	31	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,082	1,310		6,171	,000
	Ln Sales in DDDs lagged two periods	,416	,101	,473	4,128	,000
	Ln Journal advertising flow	,005	,003	,032	1,490	,146
	Ln Competitive global marketing expenditures flow	,097	,039	,096	2,466	,019
	Ln Other marketing expenditures stock	-,080	,040	-,060	-2,016	,052
	Drug age	-,024	,014	-,600	-1,728	,094
	Ln Drug price x Ln Detailing flow	-,058	,026	-,116	-2,244	,032
	Public reimbursement (dummy)	-,079	,050	-,068	-1,588	,122
	Ipad / Tablet (% of times used in calls)	,541	,266	,044	2,036	,050

	Laptop based materials (% of times used in calls)	-1,344	,336	-,076	-4,004	,000
	Printed material (% of times used in calls)	,262	,088	,071	2,987	,005
	Quarter 2 (dummy)	,083	,045	,064	1,834	,076
	Quarter 3 (dummy)	,183	,079	,142	2,314	,027
	Quarter 4 (dummy)	,391	,110	,303	3,549	,001
	Year 2013 (dummy)	,542	,143	,421	3,786	,001
	Year 2014 (dummy)	1,052	,289	,815	3,645	,001
	Year 2015 (dummy)	1,349	,448	1,046	3,009	,005
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,027	-,226	,823	-,041
	Ln Detailing flow (calls)	-,013	-,254	,801	-,046
	Ln Mailing flow	-,009	-,464	,646	-,084
	Ln Detailing stock (calls)	,025	,669	,508	,121

	Ln Competitive global marketing expenditures stock	,088	1,041	,306	,187
	Ln Average drug price per DDD	,068	,419	,678	,076
	Ln Average competitors price per DDD	-,061	-,496	,624	-,090
	Very useful (% of calls)	-,023	-1,121	,271	-,201
	Increase / Will begin to prescribe (% of calls)	-,012	-,348	,730	-,063
	Ln Avg number of products presented during the calls	-,009	-,432	,669	-,079

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,091
	Ln Mailing flow	,688
	Ln Detailing stock (calls)	,180
	Ln Competitive global marketing expenditures stock	,034
	Ln Average drug price per DDD	,009
	Ln Average competitors price per DDD	,016
	Very useful (% of calls)	,555
	Increase / Will begin to prescribe (% of calls)	,215
	Ln Avg number of products presented during the calls	,622

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Journal advertising flow, Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,996	,992	,988	,061094066	,992	265,284
2	,997	,994	,986	,067286441	,002	,489

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,889

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,853	15	,990	265,284	,000
	Residual	,119	32	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,716	1,311		5,886	,000
	Ln Sales in DDDs lagged two periods	,433	,102	,492	4,242	,000
	Ln Competitive global marketing expenditures flow	,114	,038	,112	2,952	,006
	Ln Other marketing expenditures stock	-,069	,040	-,052	-1,734	,093
	Drug age	-,031	,014	-,767	-2,290	,029
	Ln Drug price x Ln Detailing flow	-,046	,025	-,093	-1,853	,073
	Public reimbursement (dummy)	-,105	,048	-,090	-2,199	,035
	Ipad / Tablet (% of times used in calls)	,504	,269	,041	1,870	,071
	Laptop based materials (% of times used in calls)	-1,267	,338	-,072	-3,749	,001
	Printed material (% of times used in calls)	,268	,089	,073	3,002	,005
	Quarter 2 (dummy)	,094	,045	,073	2,070	,047
	Quarter 3 (dummy)	,216	,077	,167	2,796	,009
	Quarter 4 (dummy)	,439	,107	,341	4,098	,000
	Year 2013 (dummy)	,608	,139	,472	4,381	,000
	Year 2014 (dummy)	1,205	,275	,934	4,386	,000
	Year 2015 (dummy)	1,601	,423	1,241	3,787	,001
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020

	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,011	,092	,928	,016
	Ln Detailing flow (calls)	,003	,049	,962	,009
	Ln Journal advertising flow	,032	1,490	,146	,258
	Ln Mailing flow	-,013	-,690	,496	-,123
	Ln Detailing stock (calls)	,033	,900	,375	,160
	Ln Competitive global marketing expenditures stock	,111	1,340	,190	,234
	Ln Average drug price per DDD	,017	,105	,917	,019
	Ln Average competitors price per DDD	-,041	-,331	,743	-,059
	Very useful (% of calls)	-,018	-,869	,392	-,154
	Increase / Will begin to prescribe (% of calls)	,000	-,014	,989	-,003
	Ln Avg number of products presented during the calls	-,004	-,215	,831	-,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,019
	Ln Detailing flow (calls)	,095
	Ln Journal advertising flow	,510
	Ln Mailing flow	,707
	Ln Detailing stock (calls)	,186
	Ln Competitive global marketing expenditures stock	,035
	Ln Average drug price per DDD	,010
	Ln Average competitors price per DDD	,017
	Very useful (% of calls)	,566
	Increase / Will begin to prescribe (% of calls)	,226
	Ln Avg number of products presented during the calls	,634

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,996	,991	,988	,062923914	,991	267,740
2	,997	,994	,986	,067286441	,002	,655

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	12	21	,773

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,841	14	1,060	267,740	,000
	Residual	,131	33	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,036	1,288		5,462	,000
	Ln Sales in DDDs lagged two periods	,428	,105	,487	4,075	,000
	Ln Competitive global marketing expenditures flow	,092	,038	,091	2,454	,020
	Drug age	-,030	,014	-,751	-2,176	,037
	Ln Drug price x Ln Detailing flow	-,031	,024	-,063	-1,290	,206
	Public reimbursement (dummy)	-,091	,048	-,078	-1,880	,069
	Ipad / Tablet (% of times used in calls)	,607	,271	,049	2,243	,032

	Laptop based materials (% of times used in calls)	-1,232	,347	-,070	-3,547	,001
	Printed material (% of times used in calls)	,299	,090	,081	3,316	,002
	Quarter 2 (dummy)	,104	,046	,081	2,248	,031
	Quarter 3 (dummy)	,244	,078	,189	3,144	,004
	Quarter 4 (dummy)	,466	,109	,361	4,265	,000
	Year 2013 (dummy)	,646	,141	,501	4,571	,000
	Year 2014 (dummy)	1,243	,282	,963	4,407	,000
	Year 2015 (dummy)	1,674	,433	1,298	3,862	,000
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,009	,078	,939	,014
	Ln Detailing flow (calls)	,037	,785	,438	,137
	Ln Journal advertising flow	,024	1,078	,289	,187
	Ln Mailing flow	-,006	-,321	,750	-,057

	Ln Detailing stock (calls)	,029	,756	,455	,132
	Ln Other marketing expenditures stock	-,052	-1,734	,093	-,293
	Ln Competitive global marketing expenditures stock	,074	,877	,387	,153
	Ln Average drug price per DDD	-,100	-,685	,499	-,120
	Ln Average competitors price per DDD	-,092	-,750	,459	-,131
	Very useful (% of calls)	-,018	-,830	,413	-,145
	Increase / Will begin to prescribe (% of calls)	-,019	-,573	,570	-,101
	Ln Avg number of products presented during the calls	,005	,264	,794	,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,019
	Ln Detailing flow (calls)	,119
	Ln Journal advertising flow	,529
	Ln Mailing flow	,737
	Ln Detailing stock (calls)	,187
	Ln Other marketing expenditures stock	,279
	Ln Competitive global marketing expenditures stock	,037
	Ln Average drug price per DDD	,013
	Ln Average competitors price per DDD	,018
	Very useful (% of calls)	,566
	Increase / Will begin to prescribe (% of calls)	,255
	Ln Avg number of products presented during the calls	,688

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Very useful (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,995	,991	,987	,063536059	,991	282,681
2	,997	,994	,986	,067286441	,003	,717

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	34	,000
2	13	21	,729

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,835	13	1,141	282,681	,000
	Residual	,137	34	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,057	1,051		5,762
	Ln Sales in DDDs lagged two periods	,485	,096	,551	5,037
	Ln Competitive global marketing expenditures flow	,094	,038	,093	2,489
	Drug age	-,031	,014	-,764	-2,196
	Public reimbursement (dummy)	-,107	,047	-,092	-2,273
	Ipad / Tablet (% of times used in calls)	,624	,273	,051	2,288
	Laptop based materials (% of times used in calls)	-1,241	,351	-,070	-3,538
	Printed material (% of times used in calls)	,276	,089	,075	3,090
	Quarter 2 (dummy)	,114	,046	,089	2,486
	Quarter 3 (dummy)	,256	,078	,199	3,292
	Quarter 4 (dummy)	,475	,110	,368	4,310
	Year 2013 (dummy)	,646	,143	,501	4,530
	Year 2014 (dummy)	1,252	,285	,971	4,398
	Year 2015 (dummy)	1,696	,437	1,315	3,879

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged two periods	,000
	Ln Competitive global marketing expenditures flow	,018
	Drug age	,035
	Public reimbursement (dummy)	,029
	Ipad / Tablet (% of times used in calls)	,028
	Laptop based materials (% of times used in calls)	,001
	Printed material (% of times used in calls)	,004
	Quarter 2 (dummy)	,018
	Quarter 3 (dummy)	,002
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,028	,233	,817	,040
	Ln Detailing flow (calls)	-,017	-,820	,418	-,141
	Ln Journal advertising flow	,016	,712	,481	,123
	Ln Mailing flow	-,001	-,054	,957	-,009
	Ln Detailing stock (calls)	,027	,705	,486	,122
	Ln Other marketing expenditures stock	-,032	-1,117	,272	-,191
	Ln Competitive global marketing expenditures stock	,101	1,473	,150	,248
	Ln Average drug price per DDD	-,127	-1,452	,156	-,245
	Ln Average competitors price per DDD	-,133	-1,401	,171	-,237
	Ln Drug price x Ln Detailing flow	-,063	-1,290	,206	-,219
	Very useful (% of calls)	-,019	-,861	,396	-,148
	Increase / Will begin to prescribe (% of calls)	-,016	-,485	,631	-,084
	Ln Avg number of products presented during the calls	,008	,413	,682	,072

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,019
	Ln Detailing flow (calls)	,656
	Ln Journal advertising flow	,563
	Ln Mailing flow	,769
	Ln Detailing stock (calls)	,187
	Ln Other marketing expenditures stock	,318
	Ln Competitive global marketing expenditures stock	,055
	Ln Average drug price per DDD	,034
	Ln Average competitors price per DDD	,029
	Ln Drug price x Ln Detailing flow	,112
	Very useful (% of calls)	,567
	Increase / Will begin to prescribe (% of calls)	,256
	Ln Avg number of products presented during the calls	,699

8.3. Product BL3

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	1,000	1,000	.	.	1,000	.

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-1,683	,000		.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.
	Ln Detailing flow (calls)	,127	,000	,019	.
	Ln Journal advertising flow	,008	,000	,018	.
	Ln Mailing flow	-,009	,000	-,014	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.
	Ln Detailing stock (calls)	,353	,000	,099	.
	Ln Other marketing expenditures stock	,249	,000	,121	.
	Ln Average drug price per DDD	-,743	,000	-,022	.
	Drug age	,129	,000	,342	.
	Public reimbursement (dummy)	4,354	,000	,508	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.

	Printed material (% of times used in calls)	-,345	,000	-,016	.
	Very useful (% of calls)	-,308	,000	-,015	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.
	Year 2015 (dummy)	,043	,000	,010	.

Coefficients

Model		Sig.
1	(Constant)	.
	Ln Sales in DDDs lagged one period	.
	Ln Detailing flow (calls)	.
	Ln Journal advertising flow	.
	Ln Mailing flow	.
	Ln Competitive global marketing expenditures flow	.
	Ln Detailing stock (calls)	.
	Ln Other marketing expenditures stock	.
	Ln Average drug price per DDD	.
	Drug age	.
	Public reimbursement (dummy)	.
	Ipad / Tablet (% of times used in calls)	.
	Laptop based materials (% of times used in calls)	.
	Printed material (% of times used in calls)	.
	Very useful (% of calls)	.
	Increase / Will begin to prescribe (% of calls)	.
	Ln Avg number of products presented during the calls	.
	Year 2015 (dummy)	.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Very useful (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,996	,122119356	,999	421,663
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	6	,000
2	6	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,172	11	6,288	421,663	,000
	Residual	,089	6	,015		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,718	6,722		-,404	,700
	Ln Sales in DDDs lagged one period	,050	,061	,083	,824	,442
	Ln Detailing flow (calls)	,127	,157	,019	,809	,449
	Ln Journal advertising flow	-,001	,013	-,003	-,094	,928
	Ln Mailing flow	,004	,019	,006	,199	,849
	Ln Competitive global marketing expenditures flow	-,080	,275	-,008	-,291	,781
	Ln Detailing stock (calls)	,218	,586	,061	,372	,723
	Ln Other marketing expenditures stock	,255	,159	,124	1,603	,160
	Ln Average drug price per DDD	-,179	2,579	-,005	-,069	,947
	Drug age	,126	,033	,333	3,779	,009
	Public reimbursement (dummy)	4,471	,632	,522	7,075	,000
	Year 2015 (dummy)	,275	,163	,066	1,685	,143
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,028	1,062	,337	,429
	Laptop based materials (% of times used in calls)	-,054	-3,096	,027	-,811
	Printed material (% of times used in calls)	,014	,382	,718	,168
	Very useful (% of calls)	-,078	-1,511	,191	-,560
	Increase / Will begin to prescribe (% of calls)	-,034	-1,194	,286	-,471
	Ln Avg number of products presented during the calls	,048	6,294	,001	,942

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,300
	Laptop based materials (% of times used in calls)	,294
	Printed material (% of times used in calls)	,188
	Very useful (% of calls)	,066
	Increase / Will begin to prescribe (% of calls)	,242
	Ln Avg number of products presented during the calls	,488

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,999	,997	,113105931	,999	540,700
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	10	7	,000
2	7	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,171	10	6,917	540,700	,000
	Residual	,090	7	,013		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,070	4,082		-,752	,477
	Ln Sales in DDDs lagged one period	,049	,054	,081	,905	,396
	Ln Detailing flow (calls)	,130	,140	,020	,926	,385
	Ln Journal advertising flow	-,002	,010	-,004	-,159	,878
	Ln Mailing flow	,004	,017	,007	,250	,810
	Ln Competitive global marketing expenditures flow	-,075	,244	-,008	-,306	,769
	Ln Detailing stock (calls)	,238	,470	,066	,506	,628
	Ln Other marketing expenditures stock	,250	,126	,121	1,978	,088
	Drug age	,125	,029	,331	4,255	,004
	Public reimbursement (dummy)	4,510	,270	,527	16,703	,000
	Year 2015 (dummy)	,278	,145	,067	1,923	,096
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-,005	-,069	,947	-,028
	Ipad / Tablet (% of times used in calls)	,028	1,164	,289	,429
	Laptop based materials (% of times used in calls)	-,048	-2,897	,027	-,764
	Printed material (% of times used in calls)	,011	,347	,740	,140
	Very useful (% of calls)	-,065	-1,475	,191	-,516
	Increase / Will begin to prescribe (% of calls)	-,034	-1,305	,240	-,470
	Ln Avg number of products presented during the calls	,047	5,772	,001	,921

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,037
	Ipad / Tablet (% of times used in calls)	,304
	Laptop based materials (% of times used in calls)	,323
	Printed material (% of times used in calls)	,229
	Very useful (% of calls)	,081
	Increase / Will begin to prescribe (% of calls)	,242
	Ln Avg number of products presented during the calls	,506

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,997	,105990964	,999	684,140
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	8	,000
2	8	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,171	9	7,686	684,140	,000
	Residual	,090	8	,011		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,089	3,824		-,808	,443
	Ln Sales in DDDs lagged one period	,047	,049	,077	,953	,369
	Ln Detailing flow (calls)	,134	,129	,020	1,041	,328
	Ln Mailing flow	,004	,016	,007	,271	,793
	Ln Competitive global marketing expenditures flow	-,088	,215	-,009	-,407	,694
	Ln Detailing stock (calls)	,262	,418	,073	,626	,549
	Ln Other marketing expenditures stock	,248	,118	,121	2,105	,068
	Drug age	,125	,028	,331	4,554	,002
	Public reimbursement (dummy)	4,502	,249	,526	18,057	,000
	Year 2015 (dummy)	,272	,130	,065	2,085	,071
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,004	-,159	,878	-,060
	Ln Average drug price per DDD	-,009	-,143	,890	-,054
	Ipad / Tablet (% of times used in calls)	,026	1,179	,277	,407
	Laptop based materials (% of times used in calls)	-,036	-2,401	,047	-,672
	Printed material (% of times used in calls)	,010	,405	,698	,151
	Very useful (% of calls)	-,049	-1,275	,243	-,434
	Increase / Will begin to prescribe (% of calls)	-,035	-1,416	,200	-,472
	Ln Avg number of products presented during the calls	,042	4,941	,002	,882

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,364
	Ln Average drug price per DDD	,049
	Ipad / Tablet (% of times used in calls)	,317
	Laptop based materials (% of times used in calls)	,459
	Printed material (% of times used in calls)	,306
	Very useful (% of calls)	,101
	Increase / Will begin to prescribe (% of calls)	,243
	Ln Avg number of products presented during the calls	,576

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,998	,100386797	,999	857,979
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	8	9	,000
2	9	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,170	8	8,646	857,979	,000
	Residual	,091	9	,010		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3,046	3,619		-,842	,422
	Ln Sales in DDDs lagged one period	,044	,046	,073	,969	,358
	Ln Detailing flow (calls)	,139	,121	,021	1,154	,278
	Ln Competitive global marketing expenditures flow	-,092	,204	-,010	-,450	,663
	Ln Detailing stock (calls)	,284	,388	,079	,732	,483
	Ln Other marketing expenditures stock	,244	,111	,119	2,204	,055
	Drug age	,122	,023	,322	5,365	,000
	Public reimbursement (dummy)	4,521	,227	,528	19,893	,000
	Year 2015 (dummy)	,280	,120	,067	2,324	,045
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,004	-,175	,865	-,062
	Ln Mailing flow	,007	,271	,793	,095
	Ln Average drug price per DDD	-,012	-,223	,829	-,079
	Ipad / Tablet (% of times used in calls)	,021	1,033	,332	,343
	Laptop based materials (% of times used in calls)	-,035	-2,562	,034	-,671
	Printed material (% of times used in calls)	,009	,412	,691	,144
	Very useful (% of calls)	-,046	-1,374	,207	-,437
	Increase / Will begin to prescribe (% of calls)	-,027	-1,237	,251	-,401
	Ln Avg number of products presented during the calls	,042	5,312	,001	,883

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,364
	Ln Mailing flow	,247
	Ln Average drug price per DDD	,054
	Ipad / Tablet (% of times used in calls)	,365
	Laptop based materials (% of times used in calls)	,491
	Printed material (% of times used in calls)	,307
	Very useful (% of calls)	,117
	Increase / Will begin to prescribe (% of calls)	,281
	Ln Avg number of products presented during the calls	,582

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Very useful (% of calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,998	,096301184	,999	1065,481
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	7	10	,000
2	10	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,168	7	9,881	1065,481	,000
	Residual	,093	10	,009		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-4,415	1,880		-2,349	,041
	Ln Sales in DDDs lagged one period	,033	,037	,055	,897	,391
	Ln Detailing flow (calls)	,109	,097	,017	1,131	,284
	Ln Detailing stock (calls)	,297	,371	,083	,800	,442
	Ln Other marketing expenditures stock	,256	,103	,125	2,491	,032
	Drug age	,127	,018	,337	7,137	,000
	Public reimbursement (dummy)	4,571	,190	,534	24,087	,000
	Year 2015 (dummy)	,264	,111	,064	2,389	,038
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,006	-,326	,752	-,108
	Ln Mailing flow	,008	,313	,761	,104
	Ln Competitive global marketing expenditures flow	-,010	-,450	,663	-,148
	Ln Average drug price per DDD	-,010	-,199	,847	-,066
	Ipad / Tablet (% of times used in calls)	,020	1,030	,330	,325
	Laptop based materials (% of times used in calls)	-,034	-2,782	,021	-,680
	Printed material (% of times used in calls)	,010	,482	,641	,159
	Very useful (% of calls)	-,031	-1,352	,209	-,411
	Increase / Will begin to prescribe (% of calls)	-,026	-1,396	,196	-,422
	Ln Avg number of products presented during the calls	,040	4,584	,001	,837

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,411
	Ln Mailing flow	,248
	Ln Competitive global marketing expenditures flow	,318
	Ln Average drug price per DDD	,054
	Ipad / Tablet (% of times used in calls)	,368
	Laptop based materials (% of times used in calls)	,524
	Printed material (% of times used in calls)	,311
	Very useful (% of calls)	,233
	Increase / Will begin to prescribe (% of calls)	,343
	Ln Avg number of products presented during the calls	,598

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Very useful (% of calls), Ln Average drug price per DDD, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,999	,998	,094714476	,999	1284,949
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	6	11	,000
2	11	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,162	6	11,527	1284,949	,000
	Residual	,099	11	,009		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,133	,967		-3,240	,008
	Ln Sales in DDDs lagged one period	,051	,029	,084	1,756	,107
	Ln Detailing flow (calls)	,082	,089	,013	,924	,375
	Ln Other marketing expenditures stock	,322	,060	,157	5,364	,000
	Drug age	,138	,012	,364	11,280	,000
	Public reimbursement (dummy)	4,564	,186	,533	24,479	,000
	Year 2015 (dummy)	,318	,086	,076	3,682	,004
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,010	-,578	,576	-,180
	Ln Mailing flow	,011	,475	,645	,149
	Ln Competitive global marketing expenditures flow	-,011	-,518	,616	-,162
	Ln Detailing stock (calls)	,083	,800	,442	,245
	Ln Average drug price per DDD	-,026	-,633	,541	-,196
	Ipad / Tablet (% of times used in calls)	,019	1,004	,339	,303
	Laptop based materials (% of times used in calls)	-,032	-3,084	,012	-,698
	Printed material (% of times used in calls)	,012	,557	,590	,174
	Very useful (% of calls)	-,020	-,923	,378	-,280
	Increase / Will begin to prescribe (% of calls)	-,015	-,863	,408	-,263
	Ln Avg number of products presented during the calls	,036	3,650	,004	,756

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,462
	Ln Mailing flow	,259
	Ln Competitive global marketing expenditures flow	,320
	Ln Detailing stock (calls)	,012
	Ln Average drug price per DDD	,083
	Ipad / Tablet (% of times used in calls)	,369
	Laptop based materials (% of times used in calls)	,664
	Printed material (% of times used in calls)	,313
	Very useful (% of calls)	,270
	Increase / Will begin to prescribe (% of calls)	,421
	Ln Avg number of products presented during the calls	,617

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Other marketing expenditures stock, Public reimbursement (dummy), Drug age, Ln Sales in DDDs lagged one period
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Mailing flow, Very useful (% of calls), Ln Average drug price per DDD, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,998	,094138947	,998	1560,677
2	1,000	1,000	.	.	,002	.

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	5	12	,000
2	12	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,155	5	13,831	1560,677	,000
	Residual	,106	12	,009		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,605	,776		-3,358	,006
	Ln Sales in DDDs lagged one period	,053	,029	,087	1,823	,093
	Ln Other marketing expenditures stock	,328	,059	,159	5,511	,000
	Drug age	,138	,012	,364	11,346	,000
	Public reimbursement (dummy)	4,584	,184	,535	24,910	,000
	Year 2015 (dummy)	,319	,086	,077	3,710	,003
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.

	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,013	,924	,375	,268
	Ln Journal advertising flow	-,008	-,474	,645	-,142
	Ln Mailing flow	,012	,538	,602	,160
	Ln Competitive global marketing expenditures flow	,002	,107	,916	,032
	Ln Detailing stock (calls)	,042	,428	,677	,128
	Ln Average drug price per DDD	-,032	-,818	,431	-,240
	Ipad / Tablet (% of times used in calls)	,020	1,427	,181	,395
	Laptop based materials (% of times used in calls)	-,020	-1,761	,106	-,469
	Printed material (% of times used in calls)	-,001	-,067	,948	-,020
	Very useful (% of calls)	-,014	-,636	,538	-,188
	Increase / Will begin to prescribe (% of calls)	-,007	-,404	,694	-,121
	Ln Avg number of products presented during the calls	,037	3,786	,003	,752

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,701
	Ln Journal advertising flow	,468
	Ln Mailing flow	,260
	Ln Competitive global marketing expenditures flow	,489
	Ln Detailing stock (calls)	,014
	Ln Average drug price per DDD	,086
	Ipad / Tablet (% of times used in calls)	,605
	Laptop based materials (% of times used in calls)	,850
	Printed material (% of times used in calls)	,473
	Very useful (% of calls)	,290
	Increase / Will begin to prescribe (% of calls)	,507
	Ln Avg number of products presented during the calls	,624

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Other marketing expenditures stock, Public reimbursement (dummy), Drug age
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Very useful (% of calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,102199455	,998	1654,549
2	1,000	1,000	.	.	,002	.

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	4	13	,000
2	13	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,125	4	17,281	1654,549	,000
	Residual	,136	13	,010		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-3,778	,471		-8,030
	Ln Other marketing expenditures stock	,413	,039	,201	10,486
	Drug age	,154	,009	,408	17,830
	Public reimbursement (dummy)	4,762	,169	,556	28,108
	Year 2015 (dummy)	,324	,093	,078	3,480

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Other marketing expenditures stock	,000
	Drug age	,000
	Public reimbursement (dummy)	,000
	Year 2015 (dummy)	,004

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,087	1,823	,093	,466
	Ln Detailing flow (calls)	,014	,947	,362	,264
	Ln Journal advertising flow	,002	,110	,914	,032
	Ln Mailing flow	,005	,188	,854	,054
	Ln Competitive global marketing expenditures flow	,014	,969	,352	,269
	Ln Detailing stock (calls)	,109	1,325	,210	,357
	Ln Average drug price per DDD	-,031	-,731	,479	-,206
	Ipad / Tablet (% of times used in calls)	,026	1,901	,082	,481
	Laptop based materials (% of times used in calls)	-,015	-1,150	,273	-,315
	Printed material (% of times used in calls)	-,005	-,275	,788	-,079
	Very useful (% of calls)	-,012	-,510	,619	-,146
	Increase / Will begin to prescribe (% of calls)	-,004	-,247	,809	-,071
	Ln Avg number of products presented during the calls	,040	3,535	,004	,714

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,056
	Ln Detailing flow (calls)	,703
	Ln Journal advertising flow	,522
	Ln Mailing flow	,269
	Ln Competitive global marketing expenditures flow	,677
	Ln Detailing stock (calls)	,021
	Ln Average drug price per DDD	,086
	Ipad / Tablet (% of times used in calls)	,674
	Laptop based materials (% of times used in calls)	,884
	Printed material (% of times used in calls)	,482
	Very useful (% of calls)	,291
	Increase / Will begin to prescribe (% of calls)	,510
	Ln Avg number of products presented during the calls	,632

8.4. Product HE1

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,970	,941	,873	,040414967	,941	13,968

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445

	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,970	,941	,879	,039526896	,941	15,211
2	,970	,941	,873	,040414967	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	1	22	,986

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	24	,024	15,211	,000
	Residual	,036	23	,002		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,273	4,699		6,442	,000
	Ln Sales in DDDs lagged one period	-,721	,163	-,713	-4,423	,000
	Ln Sales in DDDs lagged two periods	-,298	,203	-,308	-1,468	,156
	Ln Detailing flow (calls)	,039	,024	,230	1,607	,122
	Ln Journal advertising flow	-,003	,003	-,068	-1,008	,324
	Ln Mailing flow	-,006	,005	-,097	-1,249	,224
	Ln Competitive global marketing expenditures flow	-,073	,034	-,212	-2,118	,045
	Ln Detailing stock (calls)	,087	,044	,432	1,961	,062
	Ln Other marketing expenditures stock	,011	,010	,121	1,081	,291
	Ln Competitive global marketing expenditures stock	,040	,050	,071	,804	,429
	Ln Average drug price per DDD	3,071	2,878	,727	1,067	,297
	Ln Average competitors price per DDD	,153	,255	,099	,600	,554
	Drug age	,025	,023	3,034	1,088	,288
	Drug age^2	,000	,000	-3,216	-1,392	,177
	Ipad / Tablet (% of times used in calls)	,097	,132	,065	,736	,469
	Laptop based materials (% of times used in calls)	,176	,180	,074	,976	,339
	Printed material (% of times used in calls)	,047	,062	,063	,768	,450
	Very useful (% of calls)	-,071	,076	-,086	-,938	,358
	Ln Avg number of products presented during the calls	,090	,072	,116	1,247	,225
	Quarter 2 (dummy)	,095	,040	,365	2,362	,027
	Quarter 3 (dummy)	,162	,060	,623	2,691	,013
	Quarter 4 (dummy)	,236	,091	,908	2,581	,017
	Year 2013 (dummy)	,246	,127	,948	1,936	,065
	Year 2014 (dummy)	,594	,244	2,290	2,432	,023
	Year 2015 (dummy)	,921	,368	3,549	2,503	,020
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236

	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,001	,018	,986	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,573

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,969	,940	,882	,038996576	,940	16,291
2	,970	,941	,873	,040414967	,001	,172

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	2	22	,843

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	23	,025	16,291	,000
	Residual	,036	24	,002		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,298	4,351		6,734	,000
	Ln Sales in DDDs lagged one period	-,713	,160	-,706	-4,450	,000
	Ln Sales in DDDs lagged two periods	-,283	,199	-,293	-1,425	,167
	Ln Detailing flow (calls)	,033	,022	,197	1,511	,144
	Ln Journal advertising flow	-,003	,003	-,063	-,949	,352
	Ln Mailing flow	-,006	,005	-,095	-1,248	,224
	Ln Competitive global marketing expenditures flow	-,065	,031	-,189	-2,075	,049
	Ln Detailing stock (calls)	,080	,042	,400	1,897	,070
	Ln Other marketing expenditures stock	,008	,009	,095	,931	,361
	Ln Competitive global marketing expenditures stock	,034	,049	,061	,710	,485
	Ln Average drug price per DDD	2,166	2,419	,513	,896	,379
	Drug age	,022	,022	2,682	,997	,329
	Drug age^2	,000	,000	-3,035	-1,343	,192
	Ipad / Tablet (% of times used in calls)	,088	,129	,059	,684	,501
	Laptop based materials (% of times used in calls)	,151	,173	,063	,873	,392

	Printed material (% of times used in calls)	,034	,057	,046	,603	,552
	Very useful (% of calls)	-,063	,073	-,076	-,857	,400
	Ln Avg number of products presented during the calls	,081	,070	,105	1,167	,255
	Quarter 2 (dummy)	,087	,038	,336	2,321	,029
	Quarter 3 (dummy)	,154	,058	,594	2,659	,014
	Quarter 4 (dummy)	,228	,089	,878	2,556	,017
	Year 2013 (dummy)	,241	,125	,929	1,927	,066
	Year 2014 (dummy)	,569	,238	2,193	2,396	,025
	Year 2015 (dummy)	,876	,355	3,373	2,465	,021
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,099	,600	,554	,124
	Increase / Will begin to prescribe (% of calls)	,006	,087	,932	,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,094
	Increase / Will begin to prescribe (% of calls)	,581

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,969	,939	,885	,038497081	,939	17,460
2	,970	,941	,873	,040414967	,002	,228

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	3	22	,876

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,569	22	,026	17,460	,000
	Residual	,037	25	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,054	4,113		7,308	,000
	Ln Sales in DDDs lagged one period	-,742	,151	-,734	-4,907	,000
	Ln Sales in DDDs lagged two periods	-,309	,192	-,319	-1,609	,120

	Ln Detailing flow (calls)	,035	,022	,205	1,604	,121
	Ln Journal advertising flow	-,002	,003	-,051	-,816	,422
	Ln Mailing flow	-,006	,005	-,092	-1,219	,234
	Ln Competitive global marketing expenditures flow	-,065	,031	-,188	-2,094	,047
	Ln Detailing stock (calls)	,086	,041	,429	2,114	,045
	Ln Other marketing expenditures stock	,008	,009	,096	,956	,348
	Ln Competitive global marketing expenditures stock	,029	,047	,052	,622	,540
	Ln Average drug price per DDD	2,340	2,371	,554	,987	,333
	Drug age	,027	,020	3,267	1,319	,199
	Drug age^2	,000	,000	-3,565	-1,735	,095
	Ipad / Tablet (% of times used in calls)	,105	,125	,071	,843	,407
	Laptop based materials (% of times used in calls)	,142	,170	,059	,834	,412
	Very useful (% of calls)	-,070	,072	-,085	-,979	,337
	Ln Avg number of products presented during the calls	,081	,069	,104	1,170	,253
	Quarter 2 (dummy)	,092	,036	,353	2,522	,018
	Quarter 3 (dummy)	,158	,057	,607	2,769	,010
	Quarter 4 (dummy)	,234	,088	,900	2,670	,013
	Year 2013 (dummy)	,239	,123	,920	1,933	,065
	Year 2014 (dummy)	,575	,234	2,217	2,456	,021
	Year 2015 (dummy)	,891	,350	3,433	2,547	,017
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567

	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,055	,355	,726	,072
	Printed material (% of times used in calls)	,046	,603	,552	,122
	Increase / Will begin to prescribe (% of calls)	,002	,023	,982	,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,107
	Printed material (% of times used in calls)	,436
	Increase / Will begin to prescribe (% of calls)	,587

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,968	,938	,888	,038040155	,938	18,714
2	,970	,941	,873	,040414967	,003	,259

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	4	22	,901

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,569	21	,027	18,714	,000
	Residual	,038	26	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,400	4,026		7,550	,000
	Ln Sales in DDDs lagged one period	-,759	,147	-,752	-5,172	,000
	Ln Sales in DDDs lagged two periods	-,331	,186	-,342	-1,776	,087
	Ln Detailing flow (calls)	,033	,021	,195	1,556	,132
	Ln Journal advertising flow	-,002	,003	-,049	-,794	,434
	Ln Mailing flow	-,005	,005	-,082	-1,126	,270
	Ln Competitive global marketing expenditures flow	-,061	,030	-,178	-2,040	,052
	Ln Detailing stock (calls)	,086	,040	,427	2,127	,043
	Ln Other marketing expenditures stock	,008	,009	,095	,956	,348
	Ln Average drug price per DDD	1,691	2,103	,400	,804	,429
	Drug age	,029	,019	3,633	1,528	,139
	Drug age^2	,000	,000	-4,038	-2,140	,042
	Ipad / Tablet (% of times used in calls)	,098	,123	,066	,798	,432
	Laptop based materials (% of times used in calls)	,136	,168	,057	,812	,424
	Very useful (% of calls)	-,074	,070	-,090	-1,055	,301
	Ln Avg number of products presented during the calls	,073	,067	,094	1,087	,287
	Quarter 2 (dummy)	,095	,035	,367	2,685	,012
	Quarter 3 (dummy)	,160	,056	,618	2,858	,008
	Quarter 4 (dummy)	,234	,086	,902	2,709	,012
	Year 2013 (dummy)	,244	,122	,940	2,004	,056
	Year 2014 (dummy)	,575	,231	2,215	2,483	,020
	Year 2015 (dummy)	,886	,346	3,413	2,564	,016
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333

	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,052	,622	,540	,123
	Ln Average competitors price per DDD	,042	,278	,784	,055
	Printed material (% of times used in calls)	,036	,492	,627	,098
	Increase / Will begin to prescribe (% of calls)	-,006	-,091	,928	-,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,353
	Ln Average competitors price per DDD	,109
	Printed material (% of times used in calls)	,450
	Increase / Will begin to prescribe (% of calls)	,608

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,968	,936	,889	,037779164	,936	19,891
2	,970	,941	,873	,040414967	,004	,319

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	5	22	,896

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,568	20	,028	19,891	,000
	Residual	,039	27	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,272	3,996		7,576	,000
	Ln Sales in DDDs lagged one period	-,763	,146	-,755	-5,238	,000
	Ln Sales in DDDs lagged two periods	-,336	,185	-,347	-1,817	,080
	Ln Detailing flow (calls)	,027	,020	,161	1,376	,180
	Ln Mailing flow	-,005	,005	-,081	-1,125	,270
	Ln Competitive global marketing expenditures flow	-,066	,029	-,191	-2,245	,033
	Ln Detailing stock (calls)	,080	,039	,400	2,036	,052
	Ln Other marketing expenditures stock	,009	,009	,106	1,085	,288
	Ln Average drug price per DDD	1,202	1,997	,285	,602	,552
	Drug age	,031	,019	3,762	1,597	,122
	Drug age^2	,000	,000	-4,330	-2,356	,026
	Ipad / Tablet (% of times used in calls)	,092	,122	,062	,758	,455
	Laptop based materials (% of times used in calls)	,134	,167	,056	,806	,427
	Very useful (% of calls)	-,073	,070	-,088	-1,039	,308
	Ln Avg number of products presented during the calls	,067	,066	,086	1,008	,323
	Quarter 2 (dummy)	,095	,035	,367	2,705	,012
	Quarter 3 (dummy)	,161	,056	,618	2,882	,008

	Quarter 4 (dummy)	,236	,086	,910	2,751	,010
	Year 2013 (dummy)	,249	,121	,959	2,063	,049
	Year 2014 (dummy)	,571	,230	2,201	2,485	,019
	Year 2015 (dummy)	,884	,343	3,405	2,575	,016
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,049	-,794	,434	-,154
	Ln Competitive global marketing expenditures stock	,048	,583	,565	,114
	Ln Average competitors price per DDD	,040	,268	,791	,053
	Printed material (% of times used in calls)	,017	,248	,806	,049
	Increase / Will begin to prescribe (% of calls)	-,003	-,044	,965	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,635
	Ln Competitive global marketing expenditures stock	,354
	Ln Average competitors price per DDD	,109
	Printed material (% of times used in calls)	,490
	Increase / Will begin to prescribe (% of calls)	,610

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,967	,936	,892	,037346375	,936	21,406
2	,970	,941	,873	,040414967	,005	,318

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	6	22	,920

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,567	19	,030	21,406	,000
	Residual	,039	28	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,184	3,522		8,287	,000

	Ln Sales in DDDs lagged one period	-,764	,144	-,756	-5,306	,000
	Ln Sales in DDDs lagged two periods	-,324	,182	-,335	-1,785	,085
	Ln Detailing flow (calls)	,024	,019	,139	1,265	,216
	Ln Mailing flow	-,005	,005	-,077	-1,085	,287
	Ln Competitive global marketing expenditures flow	-,066	,029	-,191	-2,269	,031
	Ln Detailing stock (calls)	,077	,039	,385	2,000	,055
	Ln Other marketing expenditures stock	,008	,008	,096	1,012	,320
	Drug age	,033	,018	4,064	1,786	,085
	Drug age^2	,000	,000	-4,920	-3,202	,003
	Ipad / Tablet (% of times used in calls)	,090	,120	,060	,746	,462
	Laptop based materials (% of times used in calls)	,129	,165	,054	,785	,439
	Very useful (% of calls)	-,084	,067	-,101	-1,253	,221
	Ln Avg number of products presented during the calls	,064	,065	,083	,985	,333
	Quarter 2 (dummy)	,098	,035	,377	2,834	,008
	Quarter 3 (dummy)	,164	,055	,632	2,996	,006
	Quarter 4 (dummy)	,240	,085	,926	2,843	,008
	Year 2013 (dummy)	,259	,118	,998	2,190	,037
	Year 2014 (dummy)	,565	,227	2,178	2,490	,019
	Year 2015 (dummy)	,882	,339	3,396	2,599	,015
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461

	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,034	-,588	,561	-,113
	Ln Competitive global marketing expenditures stock	,019	,260	,797	,050
	Ln Average drug price per DDD	,285	,602	,552	,115
	Ln Average competitors price per DDD	-,012	-,098	,923	-,019
	Printed material (% of times used in calls)	,028	,416	,681	,080
	Increase / Will begin to prescribe (% of calls)	-,007	-,112	,912	-,021

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,695
	Ln Competitive global marketing expenditures stock	,441
	Ln Average drug price per DDD	,011
	Ln Average competitors price per DDD	,155
	Printed material (% of times used in calls)	,535
	Increase / Will begin to prescribe (% of calls)	,618

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age	.
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,967	,934	,894	,037059373	,934	22,915
2	,970	,941	,873	,040414967	,006	,341

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	7	22	,926

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	18	,031	22,915	,000
	Residual	,040	29	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,075	3,492		8,327	,000
	Ln Sales in DDDs lagged one period	-,773	,143	-,765	-5,424	,000
	Ln Sales in DDDs lagged two periods	-,305	,179	-,315	-1,708	,098
	Ln Detailing flow (calls)	,023	,018	,132	1,220	,232
	Ln Mailing flow	-,005	,005	-,077	-1,100	,281
	Ln Competitive global marketing expenditures flow	-,064	,029	-,187	-2,244	,033
	Ln Detailing stock (calls)	,079	,038	,393	2,060	,049
	Ln Other marketing expenditures stock	,010	,008	,109	1,171	,251
	Drug age	,031	,018	3,824	1,711	,098
	Drug age^2	,000	,000	-4,660	-3,138	,004
	Laptop based materials (% of times used in calls)	,101	,159	,042	,634	,531
	Very useful (% of calls)	-,068	,063	-,083	-1,085	,287
	Ln Avg number of products presented during the calls	,051	,062	,066	,820	,419
	Quarter 2 (dummy)	,097	,034	,374	2,834	,008
	Quarter 3 (dummy)	,164	,054	,633	3,022	,005
	Quarter 4 (dummy)	,238	,084	,915	2,834	,008
	Year 2013 (dummy)	,257	,117	,989	2,188	,037
	Year 2014 (dummy)	,566	,225	2,180	2,512	,018
	Year 2015 (dummy)	,883	,337	3,402	2,623	,014
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333

	Drug age^2	,000	,000	-3,201	-1,270	,217
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,032	-,559	,581	-,105
	Ln Competitive global marketing expenditures stock	,016	,214	,832	,040
	Ln Average drug price per DDD	,272	,579	,567	,109
	Ln Average competitors price per DDD	-,023	-,187	,853	-,035
	Ipad / Tablet (% of times used in calls)	,060	,746	,462	,140
	Printed material (% of times used in calls)	,037	,570	,573	,107
	Increase / Will begin to prescribe (% of calls)	-,012	-,193	,848	-,037

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,696
	Ln Competitive global marketing expenditures stock	,443
	Ln Average drug price per DDD	,011
	Ln Average competitors price per DDD	,157
	Ipad / Tablet (% of times used in calls)	,353
	Printed material (% of times used in calls)	,561
	Increase / Will begin to prescribe (% of calls)	,626

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age	.
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,966	,933	,896	,036688489	,933	24,732
2	,970	,941	,873	,040414967	,007	,340

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	8	22	,940

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	17	,033	24,732	,000
	Residual	,040	30	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,411	3,417		8,607	,000
	Ln Sales in DDDs lagged one period	-,797	,136	-,789	-5,859	,000
	Ln Sales in DDDs lagged two periods	-,294	,176	-,304	-1,671	,105
	Ln Detailing flow (calls)	,023	,018	,132	1,234	,227
	Ln Mailing flow	-,005	,005	-,082	-1,178	,248
	Ln Competitive global marketing expenditures flow	-,068	,028	-,197	-2,437	,021
	Ln Detailing stock (calls)	,071	,036	,353	1,980	,057

	Ln Other marketing expenditures stock	,010	,008	,115	1,256	,219
	Drug age	,030	,018	3,672	1,669	,106
	Drug age^2	,000	,000	-4,448	-3,106	,004
	Very useful (% of calls)	-,057	,060	-,069	-,956	,346
	Ln Avg number of products presented during the calls	,043	,060	,056	,718	,478
	Quarter 2 (dummy)	,093	,033	,359	2,794	,009
	Quarter 3 (dummy)	,158	,053	,607	2,985	,006
	Quarter 4 (dummy)	,231	,082	,889	2,804	,009
	Year 2013 (dummy)	,252	,116	,971	2,175	,038
	Year 2014 (dummy)	,556	,222	2,142	2,499	,018
	Year 2015 (dummy)	,856	,331	3,297	2,589	,015
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,033	-,572	,571	-,106
	Ln Competitive global marketing expenditures stock	,015	,210	,835	,039
	Ln Average drug price per DDD	,258	,557	,582	,103
	Ln Average competitors price per DDD	-,030	-,251	,803	-,047
	Ipad / Tablet (% of times used in calls)	,045	,583	,564	,108
	Laptop based materials (% of times used in calls)	,042	,634	,531	,117
	Printed material (% of times used in calls)	,031	,486	,631	,090
	Increase / Will begin to prescribe (% of calls)	-,006	-,096	,924	-,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,696
	Ln Competitive global marketing expenditures stock	,443
	Ln Average drug price per DDD	,011
	Ln Average competitors price per DDD	,159
	Ipad / Tablet (% of times used in calls)	,373
	Laptop based materials (% of times used in calls)	,512
	Printed material (% of times used in calls)	,571
	Increase / Will begin to prescribe (% of calls)	,641

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,966	,932	,897	,036400603	,932	26,662
2	,970	,941	,873	,040414967	,008	,350

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	9	22	,947

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,565	16	,035	26,662	,000
	Residual	,041	31	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,295	3,386		8,651	,000
	Ln Sales in DDDs lagged one period	-,803	,135	-,795	-5,965	,000
	Ln Sales in DDDs lagged two periods	-,269	,171	-,278	-1,574	,126
	Ln Detailing flow (calls)	,017	,017	,102	1,041	,306
	Ln Mailing flow	-,007	,004	-,104	-1,670	,105
	Ln Competitive global marketing expenditures flow	-,065	,027	-,189	-2,382	,024
	Ln Detailing stock (calls)	,068	,035	,339	1,930	,063
	Ln Other marketing expenditures stock	,011	,008	,119	1,320	,196
	Drug age	,029	,018	3,519	1,620	,115
	Drug age^2	,000	,000	-4,561	-3,229	,003
	Very useful (% of calls)	-,037	,052	-,044	-,702	,488
	Quarter 2 (dummy)	,095	,033	,365	2,868	,007
	Quarter 3 (dummy)	,166	,051	,638	3,234	,003
	Quarter 4 (dummy)	,240	,081	,925	2,979	,006
	Year 2013 (dummy)	,269	,112	1,038	2,397	,023
	Year 2014 (dummy)	,592	,215	2,282	2,755	,010
	Year 2015 (dummy)	,917	,317	3,531	2,892	,007
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015

	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,029	-,509	,614	-,093
	Ln Competitive global marketing expenditures stock	,009	,123	,903	,023
	Ln Average drug price per DDD	,244	,530	,600	,096
	Ln Average competitors price per DDD	-,035	-,291	,773	-,053
	Ipad / Tablet (% of times used in calls)	,031	,408	,686	,074
	Laptop based materials (% of times used in calls)	,032	,488	,629	,089
	Printed material (% of times used in calls)	,030	,484	,632	,088
	Increase / Will begin to prescribe (% of calls)	-,003	-,047	,963	-,009
	Ln Avg number of products presented during the calls	,056	,718	,478	,130

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,702
	Ln Competitive global marketing expenditures stock	,450
	Ln Average drug price per DDD	,011
	Ln Average competitors price per DDD	,159
	Ipad / Tablet (% of times used in calls)	,394
	Laptop based materials (% of times used in calls)	,532
	Printed material (% of times used in calls)	,571
	Increase / Will begin to prescribe (% of calls)	,644
	Ln Avg number of products presented during the calls	,368

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,965	,931	,899	,036110844	,931	28,865
2	,970	,941	,873	,040414967	,010	,355

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	10	22	,954

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,565	15	,038	28,865	,000
	Residual	,042	32	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,761	3,274		8,786	,000
	Ln Sales in DDDs lagged one period	-,788	,132	-,780	-5,977	,000
	Ln Sales in DDDs lagged two periods	-,232	,161	-,240	-1,438	,160
	Ln Detailing flow (calls)	,018	,016	,108	1,119	,272
	Ln Mailing flow	-,007	,004	-,111	-1,839	,075
	Ln Competitive global marketing expenditures flow	-,067	,027	-,194	-2,464	,019
	Ln Detailing stock (calls)	,067	,035	,334	1,921	,064
	Ln Other marketing expenditures stock	,012	,007	,141	1,668	,105

	Drug age	,023	,016	2,857	1,471	,151
	Drug age^2	,000	,000	-4,119	-3,284	,002
	Quarter 2 (dummy)	,097	,033	,373	2,969	,006
	Quarter 3 (dummy)	,170	,050	,656	3,381	,002
	Quarter 4 (dummy)	,249	,079	,961	3,163	,003
	Year 2013 (dummy)	,288	,108	1,111	2,663	,012
	Year 2014 (dummy)	,623	,209	2,399	2,980	,005
	Year 2015 (dummy)	,963	,307	3,711	3,133	,004
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,026	-,463	,647	-,083
	Ln Competitive global marketing expenditures stock	,012	,165	,870	,030
	Ln Average drug price per DDD	,319	,754	,457	,134
	Ln Average competitors price per DDD	-,056	-,497	,623	-,089
	Ipad / Tablet (% of times used in calls)	,022	,294	,770	,053

	Laptop based materials (% of times used in calls)	,021	,335	,740	,060
	Printed material (% of times used in calls)	,038	,637	,529	,114
	Very useful (% of calls)	-,044	-,702	,488	-,125
	Increase / Will begin to prescribe (% of calls)	-,012	-,212	,833	-,038
	Ln Avg number of products presented during the calls	,020	,293	,772	,052

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,706
	Ln Competitive global marketing expenditures stock	,451
	Ln Average drug price per DDD	,012
	Ln Average competitors price per DDD	,176
	Ipad / Tablet (% of times used in calls)	,404
	Laptop based materials (% of times used in calls)	,556
	Printed material (% of times used in calls)	,603
	Very useful (% of calls)	,552
	Increase / Will begin to prescribe (% of calls)	,683
	Ln Avg number of products presented during the calls	,480

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age	.
2	Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,964	,928	,898	,036248081	,928	30,604
2	,970	,941	,873	,040414967	,012	,413

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	14	33	,000
2	11	22	,935

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,563	14	,040	30,604	,000
	Residual	,043	33	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,171	3,243		8,687	,000
	Ln Sales in DDDs lagged one period	-,771	,131	-,763	-5,865	,000
	Ln Sales in DDDs lagged two periods	-,216	,161	-,223	-1,337	,190
	Ln Mailing flow	-,006	,004	-,091	-1,566	,127
	Ln Competitive global marketing expenditures flow	-,065	,027	-,189	-2,393	,023
	Ln Detailing stock (calls)	,082	,032	,411	2,559	,015
	Ln Other marketing expenditures stock	,012	,007	,132	1,562	,128
	Drug age	,025	,016	3,106	1,604	,118
	Drug age^2	,000	,000	-4,247	-3,388	,002
	Quarter 2 (dummy)	,094	,033	,363	2,885	,007
	Quarter 3 (dummy)	,162	,050	,623	3,237	,003
	Quarter 4 (dummy)	,245	,079	,943	3,097	,004
	Year 2013 (dummy)	,270	,107	1,040	2,512	,017
	Year 2014 (dummy)	,583	,207	2,247	2,821	,008
	Year 2015 (dummy)	,916	,306	3,530	2,997	,005
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309

	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,108	1,119	,272	,194
	Ln Journal advertising flow	-,009	-,171	,865	-,030
	Ln Competitive global marketing expenditures stock	,019	,279	,782	,049
	Ln Average drug price per DDD	,171	,415	,681	,073
	Ln Average competitors price per DDD	-,078	-,713	,481	-,125
	Ipad / Tablet (% of times used in calls)	,022	,296	,769	,052
	Laptop based materials (% of times used in calls)	,026	,406	,688	,072
	Printed material (% of times used in calls)	,047	,796	,432	,139
	Very useful (% of calls)	-,050	-,799	,430	-,140
	Increase / Will begin to prescribe (% of calls)	-,015	-,268	,790	-,047
	Ln Avg number of products presented during the calls	-,010	-,164	,871	-,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,231
	Ln Journal advertising flow	,753
	Ln Competitive global marketing expenditures stock	,456
	Ln Average drug price per DDD	,013
	Ln Average competitors price per DDD	,184
	Ipad / Tablet (% of times used in calls)	,404
	Laptop based materials (% of times used in calls)	,558
	Printed material (% of times used in calls)	,617
	Very useful (% of calls)	,557
	Increase / Will begin to prescribe (% of calls)	,685
	Ln Avg number of products presented during the calls	,567

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,962	,925	,896	,036665963	,925	32,077
2	,970	,941	,873	,040414967	,016	,499

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	12	22	,893

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,561	13	,043	32,077	,000
	Residual	,046	34	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,780	2,045		12,119	,000
	Ln Sales in DDDs lagged one period	-,703	,123	-,695	-5,734	,000
	Ln Mailing flow	-,005	,004	-,072	-1,269	,213
	Ln Competitive global marketing expenditures flow	-,062	,027	-,181	-2,280	,029
	Ln Detailing stock (calls)	,072	,032	,358	2,274	,029
	Ln Other marketing expenditures stock	,011	,008	,125	1,466	,152
	Drug age	,012	,012	1,437	,960	,344
	Drug age^2	,000	,000	-3,699	-3,086	,004
	Quarter 2 (dummy)	,120	,027	,462	4,488	,000

	Quarter 3 (dummy)	,195	,044	,752	4,464	,000
	Quarter 4 (dummy)	,309	,064	1,190	4,863	,000
	Year 2013 (dummy)	,355	,087	1,369	4,074	,000
	Year 2014 (dummy)	,746	,169	2,876	4,423	,000
	Year 2015 (dummy)	1,158	,249	4,463	4,648	,000
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,223	-1,337	,190	-,227
	Ln Detailing flow (calls)	,095	,978	,335	,168
	Ln Journal advertising flow	-,019	-,342	,735	-,059
	Ln Competitive global marketing expenditures stock	,039	,573	,570	,099
	Ln Average drug price per DDD	,075	,182	,857	,032
	Ln Average competitors price per DDD	-,074	-,670	,508	-,116
	Ipad / Tablet (% of times used in calls)	,020	,262	,795	,046

	Laptop based materials (% of times used in calls)	,026	,401	,691	,070
	Printed material (% of times used in calls)	,050	,823	,417	,142
	Very useful (% of calls)	-,020	-,329	,744	-,057
	Increase / Will begin to prescribe (% of calls)	,012	,216	,830	,038
	Ln Avg number of products presented during the calls	-,009	-,145	,886	-,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,078
	Ln Detailing flow (calls)	,233
	Ln Journal advertising flow	,766
	Ln Competitive global marketing expenditures stock	,482
	Ln Average drug price per DDD	,014
	Ln Average competitors price per DDD	,184
	Ipad / Tablet (% of times used in calls)	,404
	Laptop based materials (% of times used in calls)	,558
	Printed material (% of times used in calls)	,617
	Very useful (% of calls)	,619
	Increase / Will begin to prescribe (% of calls)	,784
	Ln Avg number of products presented during the calls	,567

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2	.
2	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,961	,923	,896	,036624532	,923	34,752
2	,970	,941	,873	,040414967	,018	,519

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,000
2	13	22	,889

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,559	12	,047	34,752	,000
	Residual	,047	35	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,366	1,949		13,013	,000
	Ln Sales in DDDs lagged one period	-,703	,122	-,695	-5,741	,000
	Ln Mailing flow	-,004	,004	-,062	-1,112	,274
	Ln Competitive global marketing expenditures flow	-,068	,027	-,198	-2,558	,015
	Ln Detailing stock (calls)	,070	,032	,349	2,221	,033
	Ln Other marketing expenditures stock	,013	,007	,152	1,885	,068
	Drug age^2	,000	,000	-2,751	-4,054	,000
	Quarter 2 (dummy)	,130	,024	,502	5,330	,000
	Quarter 3 (dummy)	,215	,038	,829	5,608	,000
	Quarter 4 (dummy)	,341	,054	1,315	6,360	,000
	Year 2013 (dummy)	,414	,062	1,594	6,626	,000
	Year 2014 (dummy)	,851	,129	3,279	6,620	,000
	Year 2015 (dummy)	1,296	,204	4,991	6,354	,000
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333

	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,051	-,388	,700	-,066
	Ln Detailing flow (calls)	,111	1,173	,249	,197
	Ln Journal advertising flow	-,014	-,263	,794	-,045
	Ln Competitive global marketing expenditures stock	,039	,567	,574	,097
	Ln Average drug price per DDD	,143	,357	,724	,061
	Ln Average competitors price per DDD	-,101	-1,005	,322	-,170
	Drug age	1,437	,960	,344	,162
	Ipad / Tablet (% of times used in calls)	,019	,254	,801	,044
	Laptop based materials (% of times used in calls)	,027	,419	,678	,072
	Printed material (% of times used in calls)	,062	1,103	,278	,186
	Very useful (% of calls)	-,002	-,027	,978	-,005
	Increase / Will begin to prescribe (% of calls)	,021	,393	,697	,067
	Ln Avg number of products presented during the calls	-,003	-,053	,958	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,133
	Ln Detailing flow (calls)	,245
	Ln Journal advertising flow	,772
	Ln Competitive global marketing expenditures stock	,483
	Ln Average drug price per DDD	,014
	Ln Average competitors price per DDD	,219
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,404
	Laptop based materials (% of times used in calls)	,558
	Printed material (% of times used in calls)	,694
	Very useful (% of calls)	,682
	Increase / Will begin to prescribe (% of calls)	,813
	Ln Avg number of products presented during the calls	,573

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2	.
2	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Mailing flow, Printed material (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,959	,920	,895	,036744880	,920	37,551
2	,970	,941	,873	,040414967	,021	,554

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	14	22	,872

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,558	11	,051	37,551	,000
	Residual	,049	36	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,583	1,946		13,148	,000
	Ln Sales in DDDs lagged one period	-,725	,121	-,717	-5,984	,000
	Ln Competitive global marketing expenditures flow	-,068	,027	-,198	-2,544	,015
	Ln Detailing stock (calls)	,082	,030	,409	2,771	,009
	Ln Other marketing expenditures stock	,013	,007	,142	1,775	,084
	Drug age^2	,000	,000	-2,708	-3,984	,000
	Quarter 2 (dummy)	,135	,024	,521	5,610	,000
	Quarter 3 (dummy)	,216	,038	,833	5,618	,000

	Quarter 4 (dummy)	,347	,054	1,338	6,478	,000
	Year 2013 (dummy)	,413	,063	1,591	6,589	,000
	Year 2014 (dummy)	,857	,129	3,302	6,650	,000
	Year 2015 (dummy)	1,304	,204	5,025	6,382	,000
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,040	-,310	,759	-,052
	Ln Detailing flow (calls)	,066	,732	,469	,123
	Ln Journal advertising flow	-,016	-,292	,772	-,049
	Ln Mailing flow	-,062	-1,112	,274	-,185
	Ln Competitive global marketing expenditures stock	,013	,196	,846	,033
	Ln Average drug price per DDD	,158	,391	,698	,066
	Ln Average competitors price per DDD	-,086	-,856	,398	-,143
	Drug age	1,085	,731	,470	,123
	Ipad / Tablet (% of times used in calls)	,005	,073	,942	,012

	Laptop based materials (% of times used in calls)	,023	,359	,722	,060
	Printed material (% of times used in calls)	,051	,902	,373	,151
	Very useful (% of calls)	-,018	-,325	,747	-,055
	Increase / Will begin to prescribe (% of calls)	,012	,233	,817	,039
	Ln Avg number of products presented during the calls	,023	,406	,687	,068

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,134
	Ln Detailing flow (calls)	,274
	Ln Journal advertising flow	,772
	Ln Mailing flow	,711
	Ln Competitive global marketing expenditures stock	,534
	Ln Average drug price per DDD	,014
	Ln Average competitors price per DDD	,223
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,415
	Laptop based materials (% of times used in calls)	,560
	Printed material (% of times used in calls)	,712
	Very useful (% of calls)	,737
	Increase / Will begin to prescribe (% of calls)	,830
	Ln Avg number of products presented during the calls	,692

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age^2	.
2	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,955	,913	,889	,037797077	,913	38,741
2	,970	,941	,873	,040414967	,028	,691

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	37	,000
2	15	22	,767

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,553	10	,055	38,741	,000
	Residual	,053	37	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	24,935	1,966		12,684
	Ln Sales in DDDs lagged one period	-,699	,124	-,692	-5,651
	Ln Competitive global marketing expenditures flow	-,054	,026	-,159	-2,069
	Ln Detailing stock (calls)	,100	,029	,498	3,476
	Drug age^2	,000	,000	-2,580	-3,711
	Quarter 2 (dummy)	,146	,024	,563	6,091
	Quarter 3 (dummy)	,229	,039	,882	5,885
	Quarter 4 (dummy)	,355	,055	1,369	6,465
	Year 2013 (dummy)	,425	,064	1,637	6,631
	Year 2014 (dummy)	,867	,132	3,340	6,545
	Year 2015 (dummy)	1,304	,210	5,026	6,204

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Competitive global marketing expenditures flow	,046
	Ln Detailing stock (calls)	,001
	Drug age^2	,001
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,019	,147	,884	,024
	Ln Detailing flow (calls)	,069	,742	,463	,123
	Ln Journal advertising flow	-,030	-,535	,596	-,089
	Ln Mailing flow	-,051	-,893	,378	-,147
	Ln Other marketing expenditures stock	,142	1,775	,084	,284
	Ln Competitive global marketing expenditures stock	,019	,284	,778	,047

	Ln Average drug price per DDD	,191	,463	,646	,077
	Ln Average competitors price per DDD	-,140	-1,571	,125	-,253
	Drug age	1,795	1,268	,213	,207
	Ipad / Tablet (% of times used in calls)	,018	,242	,810	,040
	Laptop based materials (% of times used in calls)	,026	,389	,699	,065
	Printed material (% of times used in calls)	,064	1,137	,263	,186
	Very useful (% of calls)	-,037	-,669	,508	-,111
	Increase / Will begin to prescribe (% of calls)	,004	,070	,945	,012
	Ln Avg number of products presented during the calls	,016	,269	,790	,045

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,143
	Ln Detailing flow (calls)	,274
	Ln Journal advertising flow	,790
	Ln Mailing flow	,718
	Ln Other marketing expenditures stock	,345
	Ln Competitive global marketing expenditures stock	,535
	Ln Average drug price per DDD	,014
	Ln Average competitors price per DDD	,284
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,419
	Laptop based materials (% of times used in calls)	,560
	Printed material (% of times used in calls)	,729
	Very useful (% of calls)	,770
	Increase / Will begin to prescribe (% of calls)	,837
	Ln Avg number of products presented during the calls	,695

8.5. Product HE3

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,991	,982	,877	,079697803

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944

	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow
2	Ln Mailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,982	,901	,071333644	,982	12,123
2	,991	,982	,877	,079697803	,000	,006

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	5	,006
2	1	4	,944

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	23	,062	12,123	,006
	Residual	,025	5	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,217	11,050		1,739	,143
	Ln Sales in DDDs lagged one period	-,957	,477	-,838	-2,005	,101
	Ln Sales in DDDs lagged two periods	,867	,610	,782	1,421	,215
	Ln Detailing flow (calls)	-,704	,569	-4,106	-1,237	,271
	Ln Competitive global marketing expenditures flow	-,082	,163	-,100	-,506	,634
	Ln Detailing stock (calls)	-,213	,147	-1,037	-1,446	,208
	Ln Other marketing expenditures stock	,023	,019	,243	1,216	,278
	Ln Competitive global marketing expenditures stock	,395	,474	,283	,834	,442
	Ln Average drug price per DDD	5,618	2,960	4,235	1,898	,116

	Ln Average competitors price per DDD	-9,682	4,680	-1,340	-2,069	,093
	Drug age	-,047	,024	-2,298	-1,987	,104
	Ln Drug price x Ln Detailing flow	-,446	,408	-3,135	-1,093	,324
	Loss of exclusivity (dummy)	-,381	,137	-,691	-2,781	,039
	Ipad / Tablet (% of times used in calls)	,028	,134	,032	,207	,844
	Printed material (% of times used in calls)	,053	,122	,086	,435	,681
	Very useful (% of calls)	,087	,101	,151	,858	,430
	Increase / Will begin to prescribe (% of calls)	-,022	,173	-,038	-,128	,903
	Ln Avg number of products presented during the calls	-,030	,090	-,057	-,338	,749
	Quarter 2 (dummy)	,258	,189	,495	1,362	,231
	Quarter 3 (dummy)	,116	,217	,223	,535	,615
	Quarter 4 (dummy)	,410	,279	,695	1,470	,202
	Year 2013 (dummy)	,888	,369	1,841	2,406	,061
	Year 2014 (dummy)	1,762	,688	3,198	2,563	,050
	Year 2015 (dummy)	1,316	1,202	1,494	1,095	,324
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263

	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Mailing flow	-,022	-,075	,944	-,037	,053

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,991	,982	,918	,065224539	,982	15,159
2	,991	,982	,877	,079697803	,000	,009

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	22	6	,001
2	2	4	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	22	,064	15,159	,001
	Residual	,026	6	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19,056	10,038		1,898	,106
	Ln Sales in DDDs lagged one period	-,979	,407	-,857	-2,407	,053
	Ln Sales in DDDs lagged two periods	,918	,423	,828	2,172	,073
	Ln Detailing flow (calls)	-,649	,338	-3,783	-1,922	,103
	Ln Competitive global marketing expenditures flow	-,068	,106	-,082	-,641	,545
	Ln Detailing stock (calls)	-,221	,123	-1,075	-1,800	,122
	Ln Other marketing expenditures stock	,025	,012	,261	2,060	,085
	Ln Competitive global marketing expenditures stock	,346	,256	,248	1,356	,224
	Ln Average drug price per DDD	5,421	2,308	4,086	2,349	,057
	Ln Average competitors price per DDD	-9,818	4,166	-1,359	-2,356	,057
	Drug age	-,048	,020	-2,352	-2,390	,054
	Ln Drug price x Ln Detailing flow	-,405	,232	-2,849	-1,743	,132
	Loss of exclusivity (dummy)	-,378	,123	-,685	-3,067	,022
	Ipad / Tablet (% of times used in calls)	,036	,105	,042	,348	,740
	Printed material (% of times used in calls)	,066	,067	,106	,978	,366
	Very useful (% of calls)	,089	,091	,155	,979	,366
	Ln Avg number of products presented during the calls	-,037	,065	-,070	-,573	,588
	Quarter 2 (dummy)	,273	,137	,523	1,995	,093
	Quarter 3 (dummy)	,107	,187	,205	,572	,588
	Quarter 4 (dummy)	,411	,255	,696	1,612	,158
	Year 2013 (dummy)	,892	,336	1,850	2,655	,038
	Year 2014 (dummy)	1,767	,628	3,207	2,815	,031
	Year 2015 (dummy)	1,333	1,093	1,513	1,220	,268
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174

	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	-,004	-,018	,987	-,008
	Increase / Will begin to prescribe (% of calls)	-,038	-,128	,903	-,057

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,066
	Increase / Will begin to prescribe (% of calls)	,040

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,982	,928	,060991313	,982	18,155
2	,991	,982	,877	,079697803	,000	,033

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	7	,000
2	3	4	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,418	21	,068	18,155	,000
	Residual	,026	7	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,698	6,919		2,413	,047
	Ln Sales in DDDs lagged one period	-,935	,362	-,819	-2,586	,036
	Ln Sales in DDDs lagged two periods	1,011	,306	,912	3,302	,013
	Ln Detailing flow (calls)	-,679	,305	-3,961	-2,228	,061
	Ln Competitive global marketing expenditures flow	-,072	,098	-,088	-,740	,483
	Ln Detailing stock (calls)	-,211	,112	-1,028	-1,890	,101
	Ln Other marketing expenditures stock	,024	,011	,257	2,178	,066
	Ln Competitive global marketing expenditures stock	,351	,239	,251	1,472	,185
	Ln Average drug price per DDD	5,761	1,954	4,343	2,948	,021
	Ln Average competitors price per DDD	-10,256	3,713	-1,419	-2,762	,028
	Drug age	-,047	,018	-2,284	-2,533	,039
	Ln Drug price x Ln Detailing flow	-,427	,209	-3,004	-2,043	,080
	Loss of exclusivity (dummy)	-,393	,108	-,712	-3,640	,008
	Printed material (% of times used in calls)	,064	,062	,103	1,022	,341
	Very useful (% of calls)	,088	,085	,154	1,040	,333
	Ln Avg number of products presented during the calls	-,033	,060	-,061	-,549	,600
	Quarter 2 (dummy)	,297	,110	,570	2,713	,030
	Quarter 3 (dummy)	,136	,157	,261	,870	,413
	Quarter 4 (dummy)	,459	,201	,777	2,283	,056
	Year 2013 (dummy)	,948	,277	1,965	3,428	,011
	Year 2014 (dummy)	1,860	,531	3,376	3,501	,010
	Year 2015 (dummy)	1,529	,875	1,736	1,747	,124
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169

	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,009	,044	,967	,018
	Ipad / Tablet (% of times used in calls)	,042	,348	,740	,141
	Increase / Will begin to prescribe (% of calls)	-,069	-,297	,776	-,121

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,068
	Ipad / Tablet (% of times used in calls)	,201
	Increase / Will begin to prescribe (% of calls)	,055

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,981	,934	,058268141	,981	20,870
2	,991	,982	,877	,079697803	,001	,069

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	8	,000
2	4	4	,988

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,417	20	,071	20,870	,000
	Residual	,027	8	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,225	6,559		2,474	,038
	Ln Sales in DDDs lagged one period	-,821	,283	-,719	-2,902	,020
	Ln Sales in DDDs lagged two periods	,945	,270	,853	3,508	,008
	Ln Detailing flow (calls)	-,691	,291	-4,029	-2,378	,045

	Ln Competitive global marketing expenditures flow	-,067	,093	-,081	-,717	,494
	Ln Detailing stock (calls)	-,189	,100	-,922	-1,898	,094
	Ln Other marketing expenditures stock	,021	,009	,228	2,264	,053
	Ln Competitive global marketing expenditures stock	,345	,228	,246	1,513	,169
	Ln Average drug price per DDD	5,549	1,830	4,183	3,032	,016
	Ln Average competitors price per DDD	-9,250	3,086	-1,280	-2,998	,017
	Drug age	-,045	,017	-2,202	-2,592	,032
	Ln Drug price x Ln Detailing flow	-,443	,198	-3,118	-2,242	,055
	Loss of exclusivity (dummy)	-,374	,098	-,680	-3,818	,005
	Printed material (% of times used in calls)	,040	,043	,065	,932	,379
	Very useful (% of calls)	,065	,071	,114	,925	,382
	Quarter 2 (dummy)	,284	,102	,545	2,781	,024
	Quarter 3 (dummy)	,159	,144	,305	1,100	,303
	Quarter 4 (dummy)	,462	,192	,782	2,407	,043
	Year 2013 (dummy)	,905	,253	1,876	3,572	,007
	Year 2014 (dummy)	1,799	,496	3,265	3,625	,007
	Year 2015 (dummy)	1,528	,836	1,735	1,827	,105
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099

	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,051	,289	,781	,109
	Ipad / Tablet (% of times used in calls)	,028	,251	,809	,094
	Increase / Will begin to prescribe (% of calls)	-,103	-,548	,601	-,203
	Ln Avg number of products presented during the calls	-,061	-,549	,600	-,203

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,086
	Ipad / Tablet (% of times used in calls)	,209
	Increase / Will begin to prescribe (% of calls)	,072
	Ln Avg number of products presented during the calls	,207

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,980	,938	,056673312	,980	23,193
2	,991	,982	,877	,079697803	,002	,110

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	9	,000
2	5	4	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,415	19	,074	23,193	,000
	Residual	,029	9	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,072	6,376		2,521	,033
	Ln Sales in DDDs lagged one period	-,733	,248	-,641	-2,960	,016
	Ln Sales in DDDs lagged two periods	,900	,255	,812	3,533	,006
	Ln Detailing flow (calls)	-,588	,246	-3,431	-2,392	,040
	Ln Detailing stock (calls)	-,177	,096	-,861	-1,850	,097
	Ln Other marketing expenditures stock	,023	,009	,247	2,620	,028
	Ln Competitive global marketing expenditures stock	,238	,168	,171	1,417	,190
	Ln Average drug price per DDD	4,853	1,509	3,658	3,217	,011
	Ln Average competitors price per DDD	-8,550	2,847	-1,183	-3,003	,015
	Drug age	-,047	,017	-2,301	-2,823	,020

	Ln Drug price x Ln Detailing flow	-,377	,170	-2,652	-2,217	,054
	Loss of exclusivity (dummy)	-,348	,088	-,632	-3,934	,003
	Printed material (% of times used in calls)	,041	,042	,066	,971	,357
	Very useful (% of calls)	,070	,069	,122	1,027	,331
	Quarter 2 (dummy)	,280	,099	,537	2,821	,020
	Quarter 3 (dummy)	,179	,138	,343	1,297	,227
	Quarter 4 (dummy)	,474	,186	,802	2,545	,031
	Year 2013 (dummy)	,876	,243	1,817	3,601	,006
	Year 2014 (dummy)	1,750	,478	3,177	3,661	,005
	Year 2015 (dummy)	1,533	,813	1,741	1,885	,092
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,038	,224	,829	,079
	Ln Competitive global marketing expenditures flow	-,081	-,717	,494	-,246
	Ipad / Tablet (% of times used in calls)	,039	,362	,727	,127
	Increase / Will begin to prescribe (% of calls)	-,004	-,029	,977	-,010
	Ln Avg number of products presented during the calls	-,052	-,486	,640	-,169

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,087
	Ln Competitive global marketing expenditures flow	,184
	Ipad / Tablet (% of times used in calls)	,214
	Increase / Will begin to prescribe (% of calls)	,113
	Ln Avg number of products presented during the calls	,210

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,989	,978	,938	,056511847	,978	24,569
2	,991	,982	,877	,079697803	,005	,171

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	10	,000
2	6	4	,971

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,412	18	,078	24,569	,000
	Residual	,032	10	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,657	6,189		2,368	,039
	Ln Sales in DDDs lagged one period	-,655	,234	-,574	-2,804	,019
	Ln Sales in DDDs lagged two periods	,867	,252	,783	3,445	,006
	Ln Detailing flow (calls)	-,591	,245	-3,443	-2,407	,037
	Ln Detailing stock (calls)	-,181	,095	-,879	-1,897	,087
	Ln Other marketing expenditures stock	,021	,009	,227	2,473	,033
	Ln Competitive global marketing expenditures stock	,258	,167	,185	1,551	,152
	Ln Average drug price per DDD	4,804	1,503	3,622	3,195	,010
	Ln Average competitors price per DDD	-8,278	2,825	-1,146	-2,930	,015
	Drug age	-,042	,016	-2,073	-2,663	,024
	Ln Drug price x Ln Detailing flow	-,377	,170	-2,649	-2,221	,051
	Loss of exclusivity (dummy)	-,344	,088	-,624	-3,902	,003
	Very useful (% of calls)	,066	,068	,114	,965	,357
	Quarter 2 (dummy)	,265	,098	,508	2,709	,022
	Quarter 3 (dummy)	,154	,135	,295	1,139	,281
	Quarter 4 (dummy)	,427	,179	,724	2,382	,038
	Year 2013 (dummy)	,807	,232	1,672	3,479	,006
	Year 2014 (dummy)	1,626	,459	2,951	3,540	,005
	Year 2015 (dummy)	1,374	,794	1,560	1,730	,114
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174

	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,097	,837	,424	,269
	Ln Competitive global marketing expenditures flow	-,083	-,739	,479	-,239
	Ipad / Tablet (% of times used in calls)	,048	,453	,661	,149
	Printed material (% of times used in calls)	,066	,971	,357	,308
	Increase / Will begin to prescribe (% of calls)	-,066	-,554	,593	-,182
	Ln Avg number of products presented during the calls	,023	,291	,778	,096

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,171
	Ln Competitive global marketing expenditures flow	,184
	Ipad / Tablet (% of times used in calls)	,216
	Printed material (% of times used in calls)	,488
	Increase / Will begin to prescribe (% of calls)	,165
	Ln Avg number of products presented during the calls	,402

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,988	,976	,938	,056336832	,976	26,121
2	,991	,982	,877	,079697803	,007	,214

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	11	,000
2	7	4	,963

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,409	17	,083	26,121	,000
	Residual	,035	11	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,447	6,116		2,526	,028
	Ln Sales in DDDs lagged one period	-,576	,218	-,504	-2,641	,023
	Ln Sales in DDDs lagged two periods	,787	,237	,711	3,321	,007
	Ln Detailing flow (calls)	-,645	,238	-3,758	-2,707	,020
	Ln Detailing stock (calls)	-,110	,061	-,535	-1,814	,097
	Ln Other marketing expenditures stock	,017	,007	,182	2,311	,041
	Ln Competitive global marketing expenditures stock	,265	,166	,189	1,595	,139
	Ln Average drug price per DDD	4,679	1,493	3,528	3,134	,010
	Ln Average competitors price per DDD	-6,910	2,436	-,956	-2,836	,016
	Drug age	-,043	,016	-2,119	-2,736	,019
	Ln Drug price x Ln Detailing flow	-,422	,162	-2,971	-2,602	,025
	Loss of exclusivity (dummy)	-,332	,087	-,603	-3,817	,003
	Quarter 2 (dummy)	,235	,093	,451	2,542	,027
	Quarter 3 (dummy)	,216	,118	,415	1,831	,094
	Quarter 4 (dummy)	,487	,168	,824	2,894	,015
	Year 2013 (dummy)	,857	,225	1,776	3,802	,003
	Year 2014 (dummy)	1,695	,452	3,077	3,748	,003
	Year 2015 (dummy)	1,614	,752	1,833	2,148	,055
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562

	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,110	,974	,353	,294
	Ln Competitive global marketing expenditures flow	-,092	-,836	,423	-,256
	Ipad / Tablet (% of times used in calls)	,057	,548	,596	,171
	Printed material (% of times used in calls)	,061	,900	,389	,274
	Very useful (% of calls)	,114	,965	,357	,292
	Increase / Will begin to prescribe (% of calls)	-,045	-,385	,708	-,121
	Ln Avg number of products presented during the calls	,043	,603	,560	,187

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,174
	Ln Competitive global marketing expenditures flow	,186
	Ipad / Tablet (% of times used in calls)	,218
	Printed material (% of times used in calls)	,490
	Very useful (% of calls)	,158
	Increase / Will begin to prescribe (% of calls)	,171
	Ln Avg number of products presented during the calls	,456

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Competitive global marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,985	,970	,931	,059854708	,970	24,446
2	,991	,982	,877	,079697803	,012	,346

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	12	,000
2	8	4	,906

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,401	16	,088	24,446	,000
	Residual	,043	12	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,356	6,470		2,528	,027
	Ln Sales in DDDs lagged one period	-,463	,219	-,405	-2,113	,056
	Ln Sales in DDDs lagged two periods	,835	,250	,753	3,339	,006
	Ln Detailing flow (calls)	-,443	,214	-2,582	-2,066	,061
	Ln Detailing stock (calls)	-,067	,058	-,328	-1,167	,266
	Ln Other marketing expenditures stock	,021	,007	,222	2,820	,015
	Ln Average drug price per DDD	3,408	1,342	2,569	2,540	,026
	Ln Average competitors price per DDD	-5,021	2,262	-,695	-2,219	,046
	Drug age	-,044	,017	-2,133	-2,592	,024
	Ln Drug price x Ln Detailing flow	-,292	,149	-2,051	-1,959	,074
	Loss of exclusivity (dummy)	-,346	,092	-,628	-3,763	,003
	Quarter 2 (dummy)	,265	,096	,509	2,756	,017
	Quarter 3 (dummy)	,249	,124	,477	2,013	,067
	Quarter 4 (dummy)	,526	,177	,890	2,975	,012
	Year 2013 (dummy)	,854	,239	1,770	3,568	,004
	Year 2014 (dummy)	1,665	,480	3,022	3,468	,005
	Year 2015 (dummy)	1,738	,794	1,974	2,188	,049
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672

	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,159	1,690	,119	,454
	Ln Competitive global marketing expenditures flow	,032	,353	,731	,106
	Ln Competitive global marketing expenditures stock	,189	1,595	,139	,433
	Ipad / Tablet (% of times used in calls)	,052	,470	,647	,140
	Printed material (% of times used in calls)	,073	1,029	,325	,296
	Very useful (% of calls)	,122	,968	,354	,280
	Increase / Will begin to prescribe (% of calls)	,024	,209	,838	,063
	Ln Avg number of products presented during the calls	,051	,680	,510	,201

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,241
	Ln Competitive global marketing expenditures flow	,320
	Ln Competitive global marketing expenditures stock	,156
	Ipad / Tablet (% of times used in calls)	,218
	Printed material (% of times used in calls)	,497
	Very useful (% of calls)	,158
	Increase / Will begin to prescribe (% of calls)	,199
	Ln Avg number of products presented during the calls	,459

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,983	,967	,929	,060684317	,967	25,280
2	,991	,982	,877	,079697803	,016	,393

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	13	,000
2	9	4	,887

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,396	15	,093	25,280	,000
	Residual	,048	13	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,379	6,331		2,271	,041
	Ln Sales in DDDs lagged one period	-,372	,208	-,326	-1,792	,096
	Ln Sales in DDDs lagged two periods	,864	,252	,780	3,428	,004
	Ln Detailing flow (calls)	-,426	,217	-2,483	-1,964	,071

	Ln Other marketing expenditures stock	,017	,007	,186	2,532	,025
	Ln Average drug price per DDD	3,003	1,314	2,264	2,285	,040
	Ln Average competitors price per DDD	-3,747	2,009	-,519	-1,865	,085
	Drug age	-,041	,017	-2,003	-2,423	,031
	Ln Drug price x Ln Detailing flow	-,282	,151	-1,987	-1,874	,084
	Loss of exclusivity (dummy)	-,328	,092	-,595	-3,569	,003
	Quarter 2 (dummy)	,253	,097	,485	2,606	,022
	Quarter 3 (dummy)	,268	,124	,513	2,154	,051
	Quarter 4 (dummy)	,551	,178	,933	3,101	,008
	Year 2013 (dummy)	,844	,242	1,750	3,482	,004
	Year 2014 (dummy)	1,621	,485	2,942	3,340	,005
	Year 2015 (dummy)	1,894	,794	2,151	2,385	,033
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Mailing flow	,173	1,847	,089	,471
	Ln Competitive global marketing expenditures flow	,034	,369	,719	,106
	Ln Detailing stock (calls)	-,328	-1,167	,266	-,319
	Ln Competitive global marketing expenditures stock	,095	,815	,431	,229
	Ipad / Tablet (% of times used in calls)	-,003	-,030	,977	-,009
	Printed material (% of times used in calls)	,080	1,140	,277	,313
	Very useful (% of calls)	-,027	-,350	,733	-,100
	Increase / Will begin to prescribe (% of calls)	-,043	-,439	,669	-,126
	Ln Avg number of products presented during the calls	,049	,642	,533	,182

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Mailing flow	,246
	Ln Competitive global marketing expenditures flow	,321
	Ln Detailing stock (calls)	,031
	Ln Competitive global marketing expenditures stock	,193
	Ipad / Tablet (% of times used in calls)	,261
	Printed material (% of times used in calls)	,503
	Very useful (% of calls)	,451
	Increase / Will begin to prescribe (% of calls)	,285
	Ln Avg number of products presented during the calls	,459

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,959	,917	,065298809	,959	23,194
2	,991	,982	,877	,079697803	,024	,540

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	14	,000
2	10	4	,804

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,385	14	,099	23,194	,000
	Residual	,060	14	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,982	5,164		1,352	,198
	Ln Sales in DDDs lagged two periods	1,037	,251	,936	4,139	,001
	Ln Detailing flow (calls)	-,437	,233	-2,546	-1,873	,082
	Ln Other marketing expenditures stock	,016	,007	,174	2,215	,044
	Ln Average drug price per DDD	3,317	1,401	2,501	2,368	,033
	Ln Average competitors price per DDD	-4,181	2,147	-,579	-1,948	,072
	Drug age	-,048	,018	-2,323	-2,676	,018
	Ln Drug price x Ln Detailing flow	-,292	,162	-2,054	-1,802	,093
	Loss of exclusivity (dummy)	-,305	,098	-,554	-3,117	,008
	Quarter 2 (dummy)	,322	,096	,618	3,372	,005
	Quarter 3 (dummy)	,355	,123	,680	2,878	,012
	Quarter 4 (dummy)	,679	,175	1,150	3,875	,002
	Year 2013 (dummy)	,994	,245	2,061	4,059	,001

	Year 2014 (dummy)	1,918	,491	3,481	3,908	,002
	Year 2015 (dummy)	2,599	,742	2,951	3,502	,004
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,326	-1,792	,096	-,445
	Ln Mailing flow	,126	1,198	,252	,315
	Ln Competitive global marketing expenditures flow	,071	,753	,465	,204
	Ln Detailing stock (calls)	-,118	-,397	,698	-,110
	Ln Competitive global marketing expenditures stock	,060	,475	,642	,131

	Ipad / Tablet (% of times used in calls)	-,053	-,504	,623	-,138
	Printed material (% of times used in calls)	,018	,250	,807	,069
	Very useful (% of calls)	-,021	-,253	,804	-,070
	Increase / Will begin to prescribe (% of calls)	-,028	-,270	,792	-,075
	Ln Avg number of products presented during the calls	,072	,909	,380	,244

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,077
	Ln Mailing flow	,258
	Ln Competitive global marketing expenditures flow	,343
	Ln Detailing stock (calls)	,036
	Ln Competitive global marketing expenditures stock	,198
	Ipad / Tablet (% of times used in calls)	,286
	Printed material (% of times used in calls)	,608
	Very useful (% of calls)	,452
	Increase / Will begin to prescribe (% of calls)	,287
	Ln Avg number of products presented during the calls	,476

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age
2	Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,974	,949	,905	,070018653	,949	21,507
2	,991	,982	,877	,079697803	,033	,689

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	15	,000
2	11	4	,718

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,371	13	,105	21,507	,000
	Residual	,074	15	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,968	5,505		1,084	,295
	Ln Sales in DDDs lagged two periods	,922	,260	,832	3,549	,003
	Ln Detailing flow (calls)	-,017	,015	-,101	-1,135	,274
	Ln Other marketing expenditures stock	,011	,007	,123	1,560	,140
	Ln Average drug price per DDD	1,059	,671	,798	1,577	,136
	Ln Average competitors price per DDD	-3,660	2,281	-,506	-1,605	,129
	Drug age	-,046	,019	-2,252	-2,421	,029
	Loss of exclusivity (dummy)	-,194	,081	-,351	-2,380	,031
	Quarter 2 (dummy)	,229	,086	,439	2,658	,018
	Quarter 3 (dummy)	,259	,119	,496	2,171	,046
	Quarter 4 (dummy)	,566	,175	,958	3,226	,006
	Year 2013 (dummy)	,812	,239	1,684	3,394	,004
	Year 2014 (dummy)	1,474	,455	2,676	3,238	,006
	Year 2015 (dummy)	1,990	,708	2,259	2,809	,013
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347

	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,338	-1,712	,109	-,416
	Ln Mailing flow	,074	,654	,524	,172
	Ln Competitive global marketing expenditures flow	,085	,844	,413	,220
	Ln Detailing stock (calls)	-,085	-,269	,792	-,072
	Ln Competitive global marketing expenditures stock	-,041	-,337	,741	-,090
	Ln Drug price x Ln Detailing flow	-2,054	-1,802	,093	-,434
	Ipad / Tablet (% of times used in calls)	-,003	-,029	,977	-,008
	Printed material (% of times used in calls)	,005	,060	,953	,016
	Very useful (% of calls)	,012	,133	,896	,036
	Increase / Will begin to prescribe (% of calls)	,007	,063	,951	,017
	Ln Avg number of products presented during the calls	,058	,675	,511	,178

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,077
	Ln Mailing flow	,274
	Ln Competitive global marketing expenditures flow	,345
	Ln Detailing stock (calls)	,036
	Ln Competitive global marketing expenditures stock	,249
	Ln Drug price x Ln Detailing flow	,002
	Ipad / Tablet (% of times used in calls)	,307
	Printed material (% of times used in calls)	,615
	Very useful (% of calls)	,476
	Increase / Will begin to prescribe (% of calls)	,298
	Ln Avg number of products presented during the calls	,481

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Other marketing expenditures stock, Quarter 4 (dummy), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,972	,945	,903	,070647796	,945	22,781
2	,991	,982	,877	,079697803	,038	,714

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	16	,000
2	12	4	,708

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,364	12	,114	22,781	,000
	Residual	,080	16	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,256	5,435		1,335	,201
	Ln Sales in DDDs lagged two periods	,866	,257	,781	3,364	,004
	Ln Other marketing expenditures stock	,010	,007	,108	1,383	,186
	Ln Average drug price per DDD	,714	,604	,538	1,182	,255
	Ln Average competitors price per DDD	-2,828	2,179	-,391	-1,298	,213
	Drug age	-,047	,019	-2,293	-2,445	,026
	Loss of exclusivity (dummy)	-,213	,080	-,386	-2,648	,018
	Quarter 2 (dummy)	,221	,087	,423	2,547	,022
	Quarter 3 (dummy)	,269	,120	,516	2,244	,039
	Quarter 4 (dummy)	,555	,177	,939	3,138	,006
	Year 2013 (dummy)	,754	,236	1,563	3,197	,006
	Year 2014 (dummy)	1,411	,456	2,561	3,095	,007
	Year 2015 (dummy)	1,911	,711	2,169	2,686	,016
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174

	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,303	-1,502	,154	-,362
	Ln Detailing flow (calls)	-,101	-1,135	,274	-,281
	Ln Mailing flow	,051	,450	,659	,115
	Ln Competitive global marketing expenditures flow	,102	1,041	,314	,260
	Ln Detailing stock (calls)	-,015	-,047	,963	-,012
	Ln Competitive global marketing expenditures stock	-,083	-,761	,458	-,193
	Ln Drug price x Ln Detailing flow	,077	1,023	,322	,255
	Ipad / Tablet (% of times used in calls)	,001	,011	,991	,003
	Printed material (% of times used in calls)	,021	,281	,782	,072
	Very useful (% of calls)	-,021	-,260	,799	-,067
	Increase / Will begin to prescribe (% of calls)	-,054	-,619	,545	-,158
	Ln Avg number of products presented during the calls	,083	1,234	,236	,304

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,078
	Ln Detailing flow (calls)	,433
	Ln Mailing flow	,282
	Ln Competitive global marketing expenditures flow	,357
	Ln Detailing stock (calls)	,037
	Ln Competitive global marketing expenditures stock	,298
	Ln Drug price x Ln Detailing flow	,615

	Ipad / Tablet (% of times used in calls)	,307
	Printed material (% of times used in calls)	,642
	Very useful (% of calls)	,543
	Increase / Will begin to prescribe (% of calls)	,471
	Ln Avg number of products presented during the calls	,738

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Other marketing expenditures stock, Quarter 4 (dummy), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,969	,940	,901	,071467818	,940	24,161
2	,991	,982	,877	,079697803	,043	,744

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	11	17	,000
2	13	4	,694

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,357	11	,123	24,161	,000
	Residual	,087	17	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,674	3,992		2,925	,009
	Ln Sales in DDDs lagged two periods	,715	,226	,645	3,161	,006
	Ln Other marketing expenditures stock	,010	,007	,111	1,405	,178
	Ln Average competitors price per DDD	-,476	,898	-,066	-,530	,603
	Drug age	-,052	,019	-2,541	-2,749	,014
	Loss of exclusivity (dummy)	-,195	,080	-,353	-2,440	,026
	Quarter 2 (dummy)	,205	,087	,392	2,364	,030
	Quarter 3 (dummy)	,269	,121	,516	2,220	,040
	Quarter 4 (dummy)	,516	,176	,874	2,938	,009
	Year 2013 (dummy)	,666	,226	1,380	2,942	,009
	Year 2014 (dummy)	1,290	,449	2,342	2,871	,011
	Year 2015 (dummy)	1,821	,715	2,068	2,546	,021
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510

	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,347	-1,832	,086	-,416
	Ln Detailing flow (calls)	-,037	-,453	,657	-,113
	Ln Mailing flow	,036	,316	,756	,079
	Ln Competitive global marketing expenditures flow	,120	1,251	,229	,299
	Ln Detailing stock (calls)	,132	,469	,645	,117
	Ln Competitive global marketing expenditures stock	-,066	-,601	,556	-,149
	Ln Average drug price per DDD	,538	1,182	,255	,283
	Ln Drug price x Ln Detailing flow	,039	,531	,603	,132
	Ipad / Tablet (% of times used in calls)	,063	,766	,455	,188
	Printed material (% of times used in calls)	-,006	-,078	,939	-,019
	Very useful (% of calls)	-,018	-,212	,835	-,053
	Increase / Will begin to prescribe (% of calls)	-,065	-,741	,469	-,182
	Ln Avg number of products presented during the calls	,083	1,214	,242	,290

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,086
	Ln Detailing flow (calls)	,544
	Ln Mailing flow	,285
	Ln Competitive global marketing expenditures flow	,371
	Ln Detailing stock (calls)	,047
	Ln Competitive global marketing expenditures stock	,302
	Ln Average drug price per DDD	,017
	Ln Drug price x Ln Detailing flow	,699
	Ipad / Tablet (% of times used in calls)	,540
	Printed material (% of times used in calls)	,706
	Very useful (% of calls)	,544
	Increase / Will begin to prescribe (% of calls)	,477
	Ln Avg number of products presented during the calls	,738

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Public reimbursement (dummy), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Other marketing expenditures stock, Quarter 4 (dummy), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Year 2013 (dummy), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,969	,939	,905	,070025323	,939	27,654
2	,991	,982	,877	,079697803	,044	,707

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	10	18	,000
2	14	4	,720

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,356	10	,136	27,654	,000
	Residual	,088	18	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,317	3,855		2,936	,009
	Ln Sales in DDDs lagged two periods	,760	,206	,686	3,694	,002
	Ln Other marketing expenditures stock	,010	,007	,107	1,386	,183
	Drug age	-,051	,018	-2,506	-2,774	,013
	Loss of exclusivity (dummy)	-,215	,068	-,391	-3,153	,006
	Quarter 2 (dummy)	,232	,067	,446	3,447	,003
	Quarter 3 (dummy)	,290	,112	,557	2,591	,018
	Quarter 4 (dummy)	,531	,170	,900	3,128	,006
	Year 2013 (dummy)	,658	,221	1,364	2,974	,008
	Year 2014 (dummy)	1,301	,440	2,362	2,958	,008
	Year 2015 (dummy)	1,885	,691	2,140	2,728	,014
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Drug age	-,048	,028	-2,337	-1,679	,168
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899

	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,290	-1,592	,130	-,360
	Ln Detailing flow (calls)	-,046	-,588	,564	-,141
	Ln Mailing flow	,037	,332	,744	,080
	Ln Competitive global marketing expenditures flow	,077	,890	,386	,211
	Ln Detailing stock (calls)	,147	,538	,598	,129
	Ln Competitive global marketing expenditures stock	-,075	-,798	,436	-,190
	Ln Average drug price per DDD	-,002	-,008	,994	-,002
	Ln Average competitors price per DDD	-,066	-,530	,603	-,127
	Ln Drug price x Ln Detailing flow	,039	,552	,588	,133
	Ipad / Tablet (% of times used in calls)	,050	,642	,529	,154
	Printed material (% of times used in calls)	-,009	-,120	,906	-,029
	Very useful (% of calls)	-,013	-,165	,871	-,040
	Increase / Will begin to prescribe (% of calls)	-,046	-,562	,582	-,135
	Ln Avg number of products presented during the calls	,082	1,221	,239	,284

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,094
	Ln Detailing flow (calls)	,583
	Ln Mailing flow	,285
	Ln Competitive global marketing expenditures flow	,458
	Ln Detailing stock (calls)	,047
	Ln Competitive global marketing expenditures stock	,388
	Ln Average drug price per DDD	,100
	Ln Average competitors price per DDD	,229
	Ln Drug price x Ln Detailing flow	,699
	Ipad / Tablet (% of times used in calls)	,568
	Printed material (% of times used in calls)	,711
	Very useful (% of calls)	,549
	Increase / Will begin to prescribe (% of calls)	,522
	Ln Avg number of products presented during the calls	,739

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2013 (dummy), Quarter 3 (dummy), Year 2014 (dummy), Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Drug age
2	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,966	,932	,900	,071703298	,932	29,102
2	,991	,982	,877	,079697803	,050	,759

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	19	,000
2	15	4	,692

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,347	9	,150	29,102	,000
	Residual	,098	19	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	12,144	3,900		3,114
	Ln Sales in DDDs lagged two periods	,717	,208	,647	3,444
	Drug age	-,052	,019	-2,540	-2,747
	Loss of exclusivity (dummy)	-,221	,070	-,400	-3,160
	Quarter 2 (dummy)	,238	,069	,457	3,459

	Quarter 3 (dummy)	,301	,114	,578	2,632
	Quarter 4 (dummy)	,538	,174	,911	3,095
	Year 2013 (dummy)	,630	,226	1,306	2,792
	Year 2014 (dummy)	1,311	,450	2,380	2,911
	Year 2015 (dummy)	1,859	,707	2,111	2,628

Coefficients

Model		Sig.
1	(Constant)	,006
	Ln Sales in DDDs lagged two periods	,003
	Drug age	,013
	Loss of exclusivity (dummy)	,005
	Quarter 2 (dummy)	,003
	Quarter 3 (dummy)	,016
	Quarter 4 (dummy)	,006
	Year 2013 (dummy)	,012
	Year 2014 (dummy)	,009
	Year 2015 (dummy)	,017

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,278	-1,474	,158	-,328
	Ln Detailing flow (calls)	-,026	-,326	,748	-,077
	Ln Mailing flow	,090	,887	,387	,205
	Ln Competitive global marketing expenditures flow	,074	,831	,417	,192
	Ln Detailing stock (calls)	,238	,907	,377	,209
	Ln Other marketing expenditures stock	,107	1,386	,183	,311
	Ln Competitive global marketing expenditures stock	,008	,100	,921	,024
	Ln Average drug price per DDD	,025	,130	,898	,031
	Ln Average competitors price per DDD	-,048	-,380	,708	-,089
	Ln Drug price x Ln Detailing flow	,025	,344	,735	,081
	Ipad / Tablet (% of times used in calls)	,059	,733	,473	,170
	Printed material (% of times used in calls)	-,026	-,366	,718	-,086
	Very useful (% of calls)	-,023	-,276	,785	-,065
	Increase / Will begin to prescribe (% of calls)	-,035	-,415	,683	-,097
	Ln Avg number of products presented during the calls	,084	1,223	,237	,277

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,094
	Ln Detailing flow (calls)	,603
	Ln Mailing flow	,353
	Ln Competitive global marketing expenditures flow	,458
	Ln Detailing stock (calls)	,052
	Ln Other marketing expenditures stock	,571
	Ln Competitive global marketing expenditures stock	,563
	Ln Average drug price per DDD	,102
	Ln Average competitors price per DDD	,231
	Ln Drug price x Ln Detailing flow	,714
	Ipad / Tablet (% of times used in calls)	,571
	Printed material (% of times used in ca lls)	,737
	Very useful (% of calls)	,553
	Increase / Will begin to prescribe (% of calls)	,527
	Ln Avg number of products presented during the calls	,739

8.6. Product PA1

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,744	,043234091	,891	6,064

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	27	20	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619

	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age	.
2	Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,756	,042192202	,891	6,612
2	,944	,891	,744	,043234091	,000	,000

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	26	21	,000
2	1	20	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	26	,012	6,612	,000
	Residual	,037	21	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	31,241	7,497		4,167	,000
	Ln Sales in DDDs lagged one period	-,603	,173	-,599	-3,485	,002
	Ln Sales in DDDs lagged two periods	,027	,242	,029	,113	,911
	Ln Detailing flow (calls)	,063	,178	,183	,352	,728
	Ln Journal advertising flow	-,006	,004	-,239	-1,281	,214
	Ln Mailing flow	-,005	,004	-,168	-1,481	,154
	Ln Competitive global marketing expenditures flow	,003	,069	,009	,048	,962
	Ln Detailing stock (calls)	,039	,204	,041	,190	,851
	Ln Other marketing expenditures stock	,013	,021	,114	,618	,543
	Ln Competitive global marketing expenditures stock	-,088	,177	-,167	-,498	,624
	Ln Average competitors price per DDD	-22,925	11,481	-7,190	-1,997	,059
	Drug age	-,088	,032	-14,371	-2,774	,011
	Drug age^2	-8,859E-6	,000	-,176	-,050	,961
	Ln Drug price x Ln Detailing flow	-,339	,579	-1,195	-,585	,565
	Ln Drug price x drug age	,228	,070	6,371	3,244	,004
	Ipad / Tablet (% of times used in calls)	,285	,175	,238	1,635	,117
	Laptop based materials (% of times used in calls)	,040	,374	,012	,106	,916
	Printed material (% of times used in calls)	,003	,079	,005	,035	,973
	Very useful (% of calls)	-,196	,175	-,173	-1,120	,275
	Increase / Will begin to prescribe (% of calls)	,157	,141	,181	1,113	,278
	Ln Avg number of products presented during the calls	,076	,119	,096	,635	,532
	Quarter 2 (dummy)	,143	,050	,735	2,848	,010
	Quarter 3 (dummy)	,241	,070	1,232	3,445	,002
	Quarter 4 (dummy)	,351	,106	1,798	3,317	,003
	Year 2013 (dummy)	,299	,161	1,533	1,854	,078
	Year 2014 (dummy)	,096	,430	,492	,223	,826

	Year 2015 (dummy)	,427	,550	2,186	,776	,446
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-,040	-,007	,995	-,002

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,000

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age
2	Printed material (% of times used in calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,944	,891	,767	,041223323	,891	7,204
2	,944	,891	,744	,043234091	,000	,001

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	25	22	,000
2	2	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	25	,012	7,204	,000
	Residual	,037	22	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	31,256	7,312		4,275	,000
	Ln Sales in DDDs lagged one period	-,605	,159	-,601	-3,808	,001
	Ln Sales in DDDs lagged two periods	,027	,236	,028	,113	,911
	Ln Detailing flow (calls)	,065	,162	,190	,401	,692
	Ln Journal advertising flow	-,006	,004	-,239	-1,311	,203
	Ln Mailing flow	-,005	,003	-,168	-1,526	,141
	Ln Competitive global marketing expenditures flow	,003	,067	,009	,046	,964
	Ln Detailing stock (calls)	,040	,198	,042	,200	,843

	Ln Other marketing expenditures stock	,013	,020	,112	,638	,530
	Ln Competitive global marketing expenditures stock	-,088	,173	-,167	-,508	,616
	Ln Average competitors price per DDD	-22,920	11,216	-7,188	-2,043	,053
	Drug age	-,088	,031	-14,367	-2,840	,010
	Drug age^2	-1,027E-5	,000	-,205	-,061	,952
	Ln Drug price x Ln Detailing flow	-,346	,524	-1,222	-,661	,515
	Ln Drug price x drug age	,229	,060	6,405	3,828	,001
	Ipad / Tablet (% of times used in calls)	,283	,152	,236	1,862	,076
	Laptop based materials (% of times used in calls)	,036	,348	,011	,103	,919
	Very useful (% of calls)	-,198	,161	-,175	-1,229	,232
	Increase / Will begin to prescribe (% of calls)	,158	,133	,182	1,186	,248
	Ln Avg number of products presented during the calls	,077	,111	,098	,692	,496
	Quarter 2 (dummy)	,143	,049	,734	2,914	,008
	Quarter 3 (dummy)	,240	,066	1,229	3,622	,002
	Quarter 4 (dummy)	,350	,098	1,792	3,564	,002
	Year 2013 (dummy)	,297	,148	1,523	2,011	,057
	Year 2014 (dummy)	,093	,410	,475	,226	,823
	Year 2015 (dummy)	,422	,521	2,162	,811	,426
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104

	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-,117	-,024	,981	-,005
	Printed material (% of times used in calls)	,005	,035	,973	,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,000
	Printed material (% of times used in calls)	,272

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,944	,891	,778	,040319158	,891	7,844
2	,944	,891	,744	,043234091	,000	,001

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	24	23	,000
2	3	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	24	,013	7,844	,000
	Residual	,037	23	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,233	7,133		4,378	,000
	Ln Sales in DDDs lagged one period	-,607	,146	-,604	-4,147	,000
	Ln Sales in DDDs lagged two periods	,029	,228	,030	,126	,901
	Ln Detailing flow (calls)	,068	,149	,197	,453	,655
	Ln Journal advertising flow	-,006	,004	-,239	-1,349	,191
	Ln Mailing flow	-,005	,003	-,166	-1,635	,116
	Ln Detailing stock (calls)	,042	,185	,045	,227	,822
	Ln Other marketing expenditures stock	,013	,019	,112	,650	,522
	Ln Competitive global marketing expenditures stock	-,087	,169	-,166	-,518	,609
	Ln Average competitors price per DDD	-22,802	10,681	-7,151	-2,135	,044
	Drug age	-,088	,030	-14,346	-2,911	,008
	Drug age^2	-1,148E-5	,000	-,229	-,071	,944
	Ln Drug price x Ln Detailing flow	-,350	,505	-1,236	-,693	,495
	Ln Drug price x drug age	,229	,058	6,399	3,922	,001
	Ipad / Tablet (% of times used in calls)	,282	,147	,235	1,914	,068
	Laptop based materials (% of times used in calls)	,036	,340	,011	,107	,916
	Very useful (% of calls)	-,198	,157	-,175	-1,264	,219
	Increase / Will begin to prescribe (% of calls)	,159	,130	,183	1,225	,233
	Ln Avg number of products presented during the calls	,079	,104	,100	,758	,456
	Quarter 2 (dummy)	,144	,048	,736	3,013	,006
	Quarter 3 (dummy)	,240	,065	1,228	3,706	,001
	Quarter 4 (dummy)	,350	,096	1,793	3,648	,001
	Year 2013 (dummy)	,299	,140	1,531	2,131	,044
	Year 2014 (dummy)	,098	,385	,501	,254	,802
	Year 2015 (dummy)	,429	,489	2,196	,877	,390
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897

	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,009	,046	,964	,010
	Ln Average drug price per DDD	-,013	-,003	,998	-,001
	Printed material (% of times used in calls)	,004	,031	,976	,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,144
	Ln Average drug price per DDD	,000
	Printed material (% of times used in calls)	,275

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Average competitors price per DDD	.
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,787	,039474512	,891	8,539
2	,944	,891	,744	,043234091	,000	,002

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	4	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	23	,013	8,539	,000
	Residual	,037	24	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,253	6,978		4,479	,000
	Ln Sales in DDDs lagged one period	-,606	,142	-,602	-4,278	,000
	Ln Sales in DDDs lagged two periods	,026	,219	,027	,117	,907
	Ln Detailing flow (calls)	,074	,121	,214	,609	,548
	Ln Journal advertising flow	-,006	,004	-,237	-1,385	,179
	Ln Mailing flow	-,005	,003	-,166	-1,670	,108
	Ln Detailing stock (calls)	,041	,180	,043	,226	,823

	Ln Other marketing expenditures stock	,013	,017	,117	,786	,440
	Ln Competitive global marketing expenditures stock	-,086	,164	-,163	-,524	,605
	Ln Average competitors price per DDD	-22,764	10,445	-7,139	-2,180	,039
	Drug age	-,089	,015	-14,644	-5,926	,000
	Ln Drug price x Ln Detailing flow	-,368	,427	-1,300	-,864	,396
	Ln Drug price x drug age	,230	,051	6,449	4,486	,000
	Ipad / Tablet (% of times used in calls)	,283	,142	,236	1,989	,058
	Laptop based materials (% of times used in calls)	,046	,307	,014	,148	,883
	Very useful (% of calls)	-,194	,139	-,171	-1,389	,178
	Increase / Will begin to prescribe (% of calls)	,156	,122	,180	1,277	,214
	Ln Avg number of products presented during the calls	,075	,088	,095	,850	,404
	Quarter 2 (dummy)	,143	,044	,730	3,235	,004
	Quarter 3 (dummy)	,239	,063	1,224	3,822	,001
	Quarter 4 (dummy)	,349	,093	1,789	3,745	,001
	Year 2013 (dummy)	,300	,137	1,533	2,182	,039
	Year 2014 (dummy)	,099	,377	,506	,262	,796
	Year 2015 (dummy)	,428	,479	2,191	,894	,380
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964

	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,010	,058	,955	,012
	Ln Average drug price per DDD	-,092	-,023	,982	-,005
	Drug age^2	-,229	-,071	,944	-,015
	Printed material (% of times used in calls)	,006	,046	,963	,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,148
	Ln Average drug price per DDD	,000
	Drug age^2	,000
	Printed material (% of times used in calls)	,289

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Average competitors price per DDD	.
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,944	,891	,795	,038688081	,891	9,293
2	,944	,891	,744	,043234091	,000	,004

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	5	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	22	,014	9,293	,000
	Residual	,037	25	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,830	4,856		6,554	,000
	Ln Sales in DDDs lagged one period	-,611	,131	-,608	-4,653	,000
	Ln Detailing flow (calls)	,073	,118	,212	,616	,544
	Ln Journal advertising flow	-,005	,004	-,228	-1,514	,142
	Ln Mailing flow	-,005	,003	-,165	-1,701	,101
	Ln Detailing stock (calls)	,036	,172	,038	,209	,836
	Ln Other marketing expenditures stock	,013	,016	,116	,795	,434
	Ln Competitive global marketing expenditures stock	-,087	,160	-,165	-,544	,591
	Ln Average competitors price per DDD	-23,094	9,859	-7,243	-2,343	,027
	Drug age	-,089	,015	-14,618	-6,061	,000
	Ln Drug price x Ln Detailing flow	-,370	,418	-1,306	-,886	,384
	Ln Drug price x drug age	,233	,046	6,518	5,064	,000
	Ipad / Tablet (% of times used in calls)	,280	,137	,234	2,043	,052
	Laptop based materials (% of times used in calls)	,054	,294	,016	,183	,856
	Very useful (% of calls)	-,189	,131	-,167	-1,443	,161
	Increase / Will begin to prescribe (% of calls)	,152	,114	,175	1,332	,195
	Ln Avg number of products presented during the calls	,074	,086	,094	,859	,399
	Quarter 2 (dummy)	,139	,034	,714	4,080	,000
	Quarter 3 (dummy)	,236	,055	1,207	4,307	,000
	Quarter 4 (dummy)	,344	,078	1,760	4,383	,000
	Year 2013 (dummy)	,290	,108	1,484	2,682	,013
	Year 2014 (dummy)	,072	,294	,368	,245	,809
	Year 2015 (dummy)	,392	,363	2,008	1,082	,290
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633

	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,027	,117	,907	,024
	Ln Competitive global marketing expenditures flow	,013	,075	,941	,015
	Ln Average drug price per DDD	-,129	-,033	,974	-,007
	Drug age^2	-,156	-,050	,961	-,010
	Printed material (% of times used in calls)	,004	,031	,975	,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,086
	Ln Competitive global marketing expenditures flow	,151
	Ln Average drug price per DDD	,000
	Drug age^2	,000
	Printed material (% of times used in calls)	,294

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Average competitors price per DDD	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,803	,037962154	,891	10,110
2	,944	,891	,744	,043234091	,000	,008

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	6	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	21	,015	10,110	,000
	Residual	,037	26	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,980	4,697		6,808	,000
	Ln Sales in DDDs lagged one period	-,611	,129	-,608	-4,747	,000
	Ln Detailing flow (calls)	,074	,116	,216	,640	,528
	Ln Journal advertising flow	-,005	,003	-,230	-1,561	,131
	Ln Mailing flow	-,005	,003	-,167	-1,752	,092
	Ln Detailing stock (calls)	,030	,166	,032	,181	,858
	Ln Other marketing expenditures stock	,013	,016	,117	,818	,421
	Ln Competitive global marketing expenditures stock	-,090	,156	-,171	-,578	,568

	Ln Average competitors price per DDD	-23,202	9,656	-7,277	-2,403	,024
	Drug age	-,090	,014	-14,745	-6,505	,000
	Ln Drug price x Ln Detailing flow	-,385	,402	-1,358	-,957	,347
	Ln Drug price x drug age	,236	,042	6,608	5,667	,000
	Ipad / Tablet (% of times used in calls)	,284	,133	,237	2,144	,042
	Very useful (% of calls)	-,199	,117	-,176	-1,706	,100
	Increase / Will begin to prescribe (% of calls)	,155	,110	,179	1,404	,172
	Ln Avg number of products presented during the calls	,079	,080	,100	,976	,338
	Quarter 2 (dummy)	,140	,033	,717	4,187	,000
	Quarter 3 (dummy)	,235	,054	1,205	4,386	,000
	Quarter 4 (dummy)	,344	,077	1,760	4,466	,000
	Year 2013 (dummy)	,286	,104	1,465	2,747	,011
	Year 2014 (dummy)	,065	,286	,331	,226	,823
	Year 2015 (dummy)	,384	,353	1,965	1,087	,287
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,035	,158	,876	,032
	Ln Competitive global marketing expenditures flow	,017	,101	,921	,020
	Ln Average drug price per DDD	-,106	-,027	,978	-,005
	Drug age^2	-,321	-,112	,912	-,022
	Laptop based materials (% of times used in calls)	,016	,183	,856	,037
	Printed material (% of times used in calls)	-,002	-,020	,984	-,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,091
	Ln Competitive global marketing expenditures flow	,154
	Ln Average drug price per DDD	,000
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,570
	Printed material (% of times used in calls)	,318

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Average competitors price per DDD	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,944	,891	,810	,037276033	,891	11,008
2	,944	,891	,744	,043234091	,000	,010

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	7	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	20	,015	11,008	,000
	Residual	,038	27	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	32,026	4,606		6,954	,000
	Ln Sales in DDDs lagged one period	-,605	,122	-,602	-4,973	,000
	Ln Detailing flow (calls)	,075	,113	,220	,665	,512
	Ln Journal advertising flow	-,005	,003	-,228	-1,579	,126
	Ln Mailing flow	-,005	,003	-,168	-1,800	,083
	Ln Other marketing expenditures stock	,013	,016	,114	,816	,422
	Ln Competitive global marketing expenditures stock	-,088	,153	-,167	-,576	,570
	Ln Average competitors price per DDD	-22,877	9,317	-7,175	-2,455	,021
	Drug age	-,090	,014	-14,726	-6,623	,000
	Ln Drug price x Ln Detailing flow	-,397	,389	-1,401	-1,020	,317
	Ln Drug price x drug age	,235	,041	6,585	5,786	,000
	Ipad / Tablet (% of times used in calls)	,284	,130	,237	2,184	,038
	Very useful (% of calls)	-,199	,115	-,176	-1,735	,094
	Increase / Will begin to prescribe (% of calls)	,157	,108	,182	1,463	,155
	Ln Avg number of products presented during the calls	,078	,079	,100	,991	,331
	Quarter 2 (dummy)	,140	,033	,718	4,279	,000
	Quarter 3 (dummy)	,236	,053	1,206	4,473	,000
	Quarter 4 (dummy)	,347	,073	1,777	4,733	,000
	Year 2013 (dummy)	,282	,099	1,443	2,833	,009
	Year 2014 (dummy)	,070	,279	,361	,253	,802
	Year 2015 (dummy)	,392	,344	2,006	1,140	,264
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029

	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,022	,107	,915	,021
	Ln Competitive global marketing expenditures flow	,023	,140	,890	,027
	Ln Detailing stock (calls)	,032	,181	,858	,036
	Ln Average drug price per DDD	-,390	-,123	,903	-,024
	Drug age^2	-,251	-,090	,929	-,018
	Laptop based materials (% of times used in calls)	,013	,149	,882	,029
	Printed material (% of times used in calls)	,001	,008	,993	,002

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,097
	Ln Competitive global marketing expenditures flow	,162
	Ln Detailing stock (calls)	,134
	Ln Average drug price per DDD	,000
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,591
	Printed material (% of times used in calls)	,326

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,816	,036647631	,891	11,985
2	,944	,891	,744	,043234091	,001	,015

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	8	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	19	,016	11,985	,000
	Residual	,038	28	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,643	3,841		8,499	,000
	Ln Sales in DDDs lagged one period	-,607	,119	-,603	-5,079	,000
	Ln Detailing flow (calls)	,060	,093	,174	,641	,527
	Ln Journal advertising flow	-,005	,003	-,225	-1,589	,123
	Ln Mailing flow	-,005	,003	-,173	-1,940	,063
	Ln Other marketing expenditures stock	,014	,015	,121	,911	,370

	Ln Competitive global marketing expenditures stock	-,093	,149	-,177	-,628	,535
	Ln Average competitors price per DDD	-24,649	6,035	-7,731	-4,084	,000
	Drug age	-,091	,013	-14,826	-6,894	,000
	Ln Drug price x Ln Detailing flow	-,345	,323	-1,216	-1,065	,296
	Ln Drug price x drug age	,240	,036	6,716	6,731	,000
	Ipad / Tablet (% of times used in calls)	,281	,128	,235	2,207	,036
	Very useful (% of calls)	-,204	,111	-,181	-1,848	,075
	Increase / Will begin to prescribe (% of calls)	,160	,105	,184	1,512	,142
	Ln Avg number of products presented during the calls	,082	,076	,104	1,077	,290
	Quarter 2 (dummy)	,137	,029	,699	4,742	,000
	Quarter 3 (dummy)	,230	,047	1,178	4,878	,000
	Quarter 4 (dummy)	,339	,065	1,737	5,184	,000
	Year 2013 (dummy)	,267	,078	1,365	3,410	,002
	Year 2015 (dummy)	,307	,069	1,570	4,455	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,011	-,071	,944	-,014
	Ln Competitive global marketing expenditures flow	,031	,200	,843	,038
	Ln Detailing stock (calls)	,037	,212	,834	,041
	Ln Average drug price per DDD	,017	,006	,995	,001
	Drug age^2	-,320	-,117	,908	-,023
	Laptop based materials (% of times used in calls)	,009	,111	,912	,021
	Printed material (% of times used in calls)	-,003	-,029	,977	-,005
	Year 2014 (dummy)	,361	,253	,802	,049

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,158
	Ln Competitive global marketing expenditures flow	,172
	Ln Detailing stock (calls)	,136
	Ln Average drug price per DDD	,001
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,605
	Printed material (% of times used in calls)	,334
	Year 2014 (dummy)	,002

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,943	,889	,820	,036263123	,889	12,898
2	,944	,891	,744	,043234091	,002	,045

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	9	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,305	18	,017	12,898	,000
	Residual	,038	29	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	31,154	2,991		10,417	,000
	Ln Sales in DDDs lagged one period	-,601	,118	-,598	-5,100	,000
	Ln Detailing flow (calls)	,073	,090	,213	,817	,421
	Ln Journal advertising flow	-,005	,003	-,199	-1,487	,148
	Ln Mailing flow	-,005	,003	-,161	-1,869	,072
	Ln Other marketing expenditures stock	,011	,014	,100	,782	,441
	Ln Average competitors price per DDD	-24,768	5,969	-7,768	-4,149	,000
	Drug age	-,090	,013	-14,767	-6,946	,000
	Ln Drug price x Ln Detailing flow	-,360	,319	-1,269	-1,127	,269
	Ln Drug price x drug age	,243	,035	6,808	6,973	,000
	Ipad / Tablet (% of times used in calls)	,242	,110	,202	2,205	,036
	Very useful (% of calls)	-,185	,105	-,163	-1,760	,089
	Increase / Will begin to prescribe (% of calls)	,143	,101	,165	1,415	,168
	Ln Avg number of products presented during the calls	,080	,075	,101	1,057	,299
	Quarter 2 (dummy)	,130	,027	,666	4,889	,000
	Quarter 3 (dummy)	,224	,046	1,148	4,901	,000
	Quarter 4 (dummy)	,335	,064	1,712	5,200	,000
	Year 2013 (dummy)	,265	,077	1,355	3,422	,002
	Year 2015 (dummy)	,300	,067	1,538	4,457	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770

	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,012	-,073	,942	-,014
	Ln Competitive global marketing expenditures flow	,028	,185	,855	,035
	Ln Detailing stock (calls)	,029	,172	,865	,032
	Ln Competitive global marketing expenditures stock	-,177	-,628	,535	-,118
	Ln Average drug price per DDD	,309	,115	,909	,022
	Drug age^2	-,192	-,072	,943	-,014
	Laptop based materials (% of times used in calls)	,014	,175	,862	,033
	Printed material (% of times used in calls)	-,014	-,126	,901	-,024
	Year 2014 (dummy)	,477	,342	,735	,064

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,158
	Ln Competitive global marketing expenditures flow	,172
	Ln Detailing stock (calls)	,136
	Ln Competitive global marketing expenditures stock	,049
	Ln Average drug price per DDD	,001
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,612
	Printed material (% of times used in calls)	,342
	Year 2014 (dummy)	,002

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,942	,887	,822	,036027614	,887	13,799
2	,944	,891	,744	,043234091	,005	,083

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	10	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,304	17	,018	13,799	,000
	Residual	,039	30	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,068	2,969		10,463	,000
	Ln Sales in DDDs lagged one period	-,593	,117	-,590	-5,084	,000
	Ln Detailing flow (calls)	,082	,088	,238	,927	,361
	Ln Journal advertising flow	-,004	,003	-,175	-1,352	,186
	Ln Mailing flow	-,005	,003	-,170	-1,993	,055
	Ln Average competitors price per DDD	-24,421	5,914	-7,659	-4,129	,000

	Drug age	-,090	,013	-14,742	-6,981	,000
	Ln Drug price x Ln Detailing flow	-,391	,315	-1,379	-1,241	,224
	Ln Drug price x drug age	,243	,035	6,786	6,999	,000
	Ipad / Tablet (% of times used in calls)	,228	,108	,190	2,121	,042
	Very useful (% of calls)	-,185	,104	-,164	-1,777	,086
	Increase / Will begin to prescribe (% of calls)	,137	,100	,159	1,370	,181
	Ln Avg number of products presented during the calls	,065	,073	,083	,901	,375
	Quarter 2 (dummy)	,128	,026	,654	4,863	,000
	Quarter 3 (dummy)	,216	,044	1,106	4,882	,000
	Quarter 4 (dummy)	,325	,063	1,665	5,178	,000
	Year 2013 (dummy)	,257	,076	1,318	3,375	,002
	Year 2015 (dummy)	,291	,066	1,490	4,416	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,032	-,206	,838	-,038
	Ln Competitive global marketing expenditures flow	,030	,201	,842	,037
	Ln Detailing stock (calls)	,016	,095	,925	,018
	Ln Other marketing expenditures stock	,100	,782	,441	,144
	Ln Competitive global marketing expenditures stock	-,110	-,406	,688	-,075
	Ln Average drug price per DDD	-,370	-,147	,884	-,027
	Drug age^2	-1,053	-,462	,648	-,085
	Laptop based materials (% of times used in calls)	,014	,181	,858	,034
	Printed material (% of times used in calls)	-,023	-,213	,833	-,040
	Year 2014 (dummy)	,664	,489	,628	,091

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,163
	Ln Competitive global marketing expenditures flow	,172
	Ln Detailing stock (calls)	,138
	Ln Other marketing expenditures stock	,236
	Ln Competitive global marketing expenditures stock	,053
	Ln Average drug price per DDD	,001
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,612
	Printed material (% of times used in calls)	,346
	Year 2014 (dummy)	,002

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,940	,884	,823	,035917929	,884	14,701
2	,944	,891	,744	,043234091	,008	,127

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	11	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,303	16	,019	14,701	,000
	Residual	,040	31	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,571	2,907		10,859	,000
	Ln Sales in DDDs lagged one period	-,584	,116	-,581	-5,042	,000
	Ln Detailing flow (calls)	,044	,077	,129	,570	,573
	Ln Journal advertising flow	-,003	,003	-,120	-1,053	,300
	Ln Mailing flow	-,005	,003	-,172	-2,028	,051
	Ln Average competitors price per DDD	-26,285	5,523	-8,243	-4,759	,000
	Drug age	-,089	,013	-14,589	-6,952	,000
	Ln Drug price x Ln Detailing flow	-,223	,253	-,787	-,881	,385
	Ln Drug price x drug age	,231	,032	6,457	7,212	,000
	Ipad / Tablet (% of times used in calls)	,201	,103	,167	1,952	,060
	Very useful (% of calls)	-,147	,095	-,130	-1,549	,132
	Increase / Will begin to prescribe (% of calls)	,097	,090	,112	1,086	,286
	Quarter 2 (dummy)	,136	,025	,696	5,546	,000
	Quarter 3 (dummy)	,230	,041	1,179	5,588	,000
	Quarter 4 (dummy)	,346	,058	1,774	5,969	,000
	Year 2013 (dummy)	,287	,068	1,471	4,197	,000
	Year 2015 (dummy)	,314	,061	1,605	5,156	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029

	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,047	-,304	,763	-,055
	Ln Competitive global marketing expenditures flow	,069	,487	,630	,089
	Ln Detailing stock (calls)	,021	,123	,903	,022
	Ln Other marketing expenditures stock	,067	,542	,592	,098
	Ln Competitive global marketing expenditures stock	-,114	-,420	,678	-,076
	Ln Average drug price per DDD	,176	,072	,943	,013
	Drug age^2	-,067	-,033	,974	-,006
	Laptop based materials (% of times used in calls)	,032	,420	,678	,076
	Printed material (% of times used in calls)	-,009	-,085	,933	-,016
	Ln Avg number of products presented during the calls	,083	,901	,375	,162
	Year 2014 (dummy)	,817	,612	,545	,111

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,165
	Ln Competitive global marketing expenditures flow	,193
	Ln Detailing stock (calls)	,138
	Ln Other marketing expenditures stock	,251
	Ln Competitive global marketing expenditures stock	,053
	Ln Average drug price per DDD	,001
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,661
	Printed material (% of times used in calls)	,354
	Ln Avg number of products presented during the calls	,443
	Year 2014 (dummy)	,002

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,939	,882	,827	,035536945	,882	15,997
2	,944	,891	,744	,043234091	,009	,135

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	15	32	,000
2	12	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,303	15	,020	15,997	,000
	Residual	,040	32	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	32,399	2,492		12,999	,000
	Ln Sales in DDDs lagged one period	-,588	,114	-,585	-5,140	,000
	Ln Journal advertising flow	-,002	,003	-,106	-,964	,342
	Ln Mailing flow	-,006	,003	-,178	-2,128	,041
	Ln Average competitors price per DDD	-28,375	4,085	-8,899	-6,946	,000
	Drug age	-,090	,013	-14,782	-7,214	,000
	Ln Drug price x Ln Detailing flow	-,087	,085	-,308	-1,026	,313
	Ln Drug price x drug age	,227	,031	6,338	7,358	,000
	Ipad / Tablet (% of times used in calls)	,191	,100	,159	1,901	,066
	Very useful (% of calls)	-,155	,093	-,137	-1,665	,106
	Increase / Will begin to prescribe (% of calls)	,093	,088	,108	1,057	,298
	Quarter 2 (dummy)	,143	,021	,733	6,908	,000
	Quarter 3 (dummy)	,246	,031	1,258	8,004	,000
	Quarter 4 (dummy)	,368	,044	1,883	8,354	,000
	Year 2013 (dummy)	,315	,048	1,613	6,635	,000
	Year 2015 (dummy)	,331	,052	1,695	6,399	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965

	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,007	-,050	,960	-,009
	Ln Detailing flow (calls)	,129	,570	,573	,102
	Ln Competitive global marketing expenditures flow	,085	,645	,524	,115
	Ln Detailing stock (calls)	,016	,097	,923	,017
	Ln Other marketing expenditures stock	,080	,678	,503	,121
	Ln Competitive global marketing expenditures stock	-,140	-,537	,595	-,096
	Ln Average drug price per DDD	-,473	-,492	,626	-,088
	Drug age^2	-,611	-,410	,685	-,073
	Laptop based materials (% of times used in calls)	,035	,459	,649	,082
	Printed material (% of times used in calls)	,022	,269	,790	,048
	Ln Avg number of products presented during the calls	,043	,525	,603	,094
	Year 2014 (dummy)	,156	,148	,884	,026

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,197
	Ln Detailing flow (calls)	,074
	Ln Competitive global marketing expenditures flow	,213
	Ln Detailing stock (calls)	,138
	Ln Other marketing expenditures stock	,269
	Ln Competitive global marketing expenditures stock	,055
	Ln Average drug price per DDD	,004
	Drug age^2	,002
	Laptop based materials (% of times used in calls)	,664
	Printed material (% of times used in calls)	,548
	Ln Avg number of products presented during the calls	,572
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,938	,879	,828	,035498435	,879	17,110
2	,944	,891	,744	,043234091	,012	,173

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	13	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,302	14	,022	17,110	,000
	Residual	,042	33	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,132	2,474		12,986	,000
	Ln Sales in DDDs lagged one period	-,570	,113	-,567	-5,056	,000
	Ln Mailing flow	-,006	,003	-,180	-2,166	,038
	Ln Average competitors price per DDD	-28,511	4,078	-8,942	-6,991	,000
	Drug age	-,089	,012	-14,574	-7,160	,000
	Ln Drug price x Ln Detailing flow	-,063	,081	-,224	-,779	,441
	Ln Drug price x drug age	,222	,030	6,213	7,304	,000
	Ipad / Tablet (% of times used in calls)	,160	,095	,134	1,686	,101
	Very useful (% of calls)	-,149	,093	-,132	-1,605	,118
	Increase / Will begin to prescribe (% of calls)	,046	,073	,053	,628	,535
	Quarter 2 (dummy)	,144	,021	,738	6,967	,000
	Quarter 3 (dummy)	,249	,031	1,274	8,155	,000
	Quarter 4 (dummy)	,370	,044	1,892	8,413	,000
	Year 2013 (dummy)	,318	,047	1,630	6,728	,000
	Year 2015 (dummy)	,336	,051	1,720	6,531	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164

	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,042	-,320	,751	-,056
	Ln Detailing flow (calls)	,078	,352	,727	,062
	Ln Journal advertising flow	-,106	-,964	,342	-,168
	Ln Competitive global marketing expenditures flow	,046	,357	,724	,063
	Ln Detailing stock (calls)	,003	,021	,984	,004
	Ln Other marketing expenditures stock	,057	,493	,626	,087
	Ln Competitive global marketing expenditures stock	-,055	-,222	,826	-,039
	Ln Average drug price per DDD	-,369	-,386	,702	-,068
	Drug age^2	-,467	-,315	,755	-,056
	Laptop based materials (% of times used in calls)	,029	,380	,706	,067
	Printed material (% of times used in calls)	,008	,101	,920	,018
	Ln Avg number of products presented during the calls	,011	,147	,884	,026
	Year 2014 (dummy)	,058	,055	,956	,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,215
	Ln Detailing flow (calls)	,077
	Ln Journal advertising flow	,305
	Ln Competitive global marketing expenditures flow	,231
	Ln Detailing stock (calls)	,139
	Ln Other marketing expenditures stock	,278
	Ln Competitive global marketing expenditures stock	,061
	Ln Average drug price per DDD	,004
	Drug age^2	,002
	Laptop based materials (% of times used in calls)	,668
	Printed material (% of times used in calls)	,565
	Ln Avg number of products presented during the calls	,656
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,937	,877	,831	,035180652	,877	18,730
2	,944	,891	,744	,043234091	,014	,180

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	34	,000
2	14	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,301	13	,023	18,730	,000
	Residual	,042	34	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	32,314	2,435		13,269	,000
	Ln Sales in DDDs lagged one period	-,575	,112	-,572	-5,160	,000
	Ln Mailing flow	-,005	,003	-,171	-2,107	,043
	Ln Average competitors price per DDD	-28,942	3,984	-9,077	-7,264	,000
	Drug age	-,089	,012	-14,597	-7,238	,000
	Ln Drug price x Ln Detailing flow	-,041	,072	-,144	-,564	,576
	Ln Drug price x drug age	,221	,030	6,181	7,345	,000
	Ipad / Tablet (% of times used in calls)	,152	,093	,126	1,626	,113
	Very useful (% of calls)	-,121	,081	-,107	-1,499	,143
	Quarter 2 (dummy)	,145	,020	,741	7,074	,000
	Quarter 3 (dummy)	,251	,030	1,286	8,377	,000
	Quarter 4 (dummy)	,373	,043	1,912	8,666	,000
	Year 2013 (dummy)	,326	,045	1,670	7,213	,000
	Year 2015 (dummy)	,340	,051	1,741	6,724	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,052	-,397	,694	-,069
	Ln Detailing flow (calls)	,085	,388	,700	,067
	Ln Journal advertising flow	-,041	-,452	,655	-,078
	Ln Competitive global marketing expenditures flow	,052	,415	,681	,072
	Ln Detailing stock (calls)	,027	,173	,864	,030
	Ln Other marketing expenditures stock	,066	,582	,565	,101
	Ln Competitive global marketing expenditures stock	-,038	-,155	,878	-,027
	Ln Average drug price per DDD	-,443	-,473	,639	-,082
	Drug age^2	-,507	-,345	,732	-,060
	Laptop based materials (% of times used in calls)	,029	,392	,698	,068
	Printed material (% of times used in calls)	,020	,254	,801	,044
	Increase / Will begin to prescribe (% of calls)	,053	,628	,535	,109
	Ln Avg number of products presented during the calls	,001	,018	,986	,003
	Year 2014 (dummy)	,112	,107	,915	,019

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,218
	Ln Detailing flow (calls)	,078
	Ln Journal advertising flow	,441
	Ln Competitive global marketing expenditures flow	,232
	Ln Detailing stock (calls)	,148
	Ln Other marketing expenditures stock	,283
	Ln Competitive global marketing expenditures stock	,062
	Ln Average drug price per DDD	,004
	Drug age^2	,002
	Laptop based materials (% of times used in calls)	,668
	Printed material (% of times used in calls)	,602
	Increase / Will begin to prescribe (% of calls)	,511
	Ln Avg number of products presented during the calls	,685
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Drug price x drug age, Drug age	.
2	Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,936	,876	,834	,034836470	,876	20,666
2	,944	,891	,744	,043234091	,015	,182

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	15	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,301	12	,025	20,666	,000
	Residual	,042	35	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,231	2,407		13,391	,000
	Ln Sales in DDDs lagged one period	-,564	,108	-,560	-5,197	,000
	Ln Mailing flow	-,005	,003	-,167	-2,080	,045
	Ln Average competitors price per DDD	-29,431	3,851	-9,230	-7,643	,000
	Drug age	-,089	,012	-14,571	-7,298	,000
	Ln Drug price x drug age	,218	,029	6,107	7,419	,000
	Ipad / Tablet (% of times used in calls)	,141	,091	,118	1,561	,127
	Very useful (% of calls)	-,115	,079	-,101	-1,449	,156

	Quarter 2 (dummy)	,146	,020	,749	7,273	,000
	Quarter 3 (dummy)	,253	,030	1,295	8,569	,000
	Quarter 4 (dummy)	,378	,042	1,937	9,050	,000
	Year 2013 (dummy)	,334	,043	1,708	7,779	,000
	Year 2015 (dummy)	,343	,050	1,756	6,885	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,006	-,052	,958	-,009
	Ln Detailing flow (calls)	-,028	-,415	,681	-,071
	Ln Journal advertising flow	-,041	-,451	,655	-,077
	Ln Competitive global marketing expenditures flow	,000	,002	,998	,000
	Ln Detailing stock (calls)	,055	,387	,701	,066
	Ln Other marketing expenditures stock	,077	,704	,486	,120

	Ln Competitive global marketing expenditures stock	,011	,048	,962	,008
	Ln Average drug price per DDD	-,564	-,670	,507	-,114
	Drug age^2	-,705	-,515	,610	-,088
	Ln Drug price x Ln Detailing flow	-,144	-,564	,576	-,096
	Laptop based materials (% of times used in calls)	,039	,564	,577	,096
	Printed material (% of times used in calls)	,021	,269	,790	,046
	Increase / Will begin to prescribe (% of calls)	,024	,318	,753	,054
	Ln Avg number of products presented during the calls	-,013	-,195	,847	-,033
	Year 2014 (dummy)	-,058	-,059	,954	-,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,297
	Ln Detailing flow (calls)	,820
	Ln Journal advertising flow	,442
	Ln Competitive global marketing expenditures flow	,359
	Ln Detailing stock (calls)	,177
	Ln Other marketing expenditures stock	,299
	Ln Competitive global marketing expenditures stock	,070
	Ln Average drug price per DDD	,005
	Drug age^2	,002
	Ln Drug price x Ln Detailing flow	,055
	Laptop based materials (% of times used in calls)	,754
	Printed material (% of times used in calls)	,602
	Increase / Will begin to prescribe (% of calls)	,635
	Ln Avg number of products presented during the calls	,798
	Year 2014 (dummy)	,004

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Drug price x drug age, Drug age
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,932	,869	,829	,035364285	,869	21,692
2	,944	,891	,744	,043234091	,022	,255

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	11	36	,000
2	16	20	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,298	11	,027	21,692	,000
	Residual	,045	36	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	31,417	2,376		13,223	,000
	Ln Sales in DDDs lagged one period	-,524	,107	-,522	-4,919	,000
	Ln Mailing flow	-,005	,003	-,169	-2,081	,045
	Ln Average competitors price per DDD	-28,676	3,873	-8,994	-7,404	,000
	Drug age	-,087	,012	-14,225	-7,069	,000
	Ln Drug price x drug age	,211	,029	5,908	7,171	,000
	Ipad / Tablet (% of times used in calls)	,133	,092	,111	1,453	,155
	Quarter 2 (dummy)	,139	,020	,710	7,036	,000
	Quarter 3 (dummy)	,243	,029	1,243	8,342	,000
	Quarter 4 (dummy)	,372	,042	1,905	8,814	,000
	Year 2013 (dummy)	,326	,043	1,671	7,549	,000
	Year 2015 (dummy)	,343	,051	1,758	6,787	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897

	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,032	-,293	,771	-,049
	Ln Detailing flow (calls)	-,010	-,154	,879	-,026
	Ln Journal advertising flow	-,068	-,766	,449	-,128
	Ln Competitive global marketing expenditures flow	,008	,076	,939	,013
	Ln Detailing stock (calls)	,021	,146	,885	,025
	Ln Other marketing expenditures stock	,087	,790	,435	,132
	Ln Competitive global marketing expenditures stock	,062	,272	,787	,046
	Ln Average drug price per DDD	-,605	-,709	,483	-,119
	Drug age^2	-,779	-,561	,578	-,094
	Ln Drug price x Ln Detailing flow	-,091	-,354	,725	-,060
	Laptop based materials (% of times used in calls)	,063	,951	,348	,159
	Printed material (% of times used in calls)	,035	,448	,657	,076
	Very useful (% of calls)	-,101	-1,449	,156	-,238
	Increase / Will begin to prescribe (% of calls)	-,019	-,269	,790	-,045
	Ln Avg number of products presented during the calls	-,037	-,555	,582	-,093
	Year 2014 (dummy)	-,050	-,050	,960	-,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,306
	Ln Detailing flow (calls)	,846
	Ln Journal advertising flow	,467
	Ln Competitive global marketing expenditures flow	,360
	Ln Detailing stock (calls)	,181
	Ln Other marketing expenditures stock	,301
	Ln Competitive global marketing expenditures stock	,072

	Ln Average drug price per DDD	,005
	Drug age^2	,002
	Ln Drug price x Ln Detailing flow	,056
	Laptop based materials (% of times used in calls)	,824
	Printed material (% of times used in calls)	,613
	Very useful (% of calls)	,721
	Increase / Will begin to prescribe (% of calls)	,753
	Ln Avg number of products presented during the calls	,857
	Year 2014 (dummy)	,004

Variables Entered/Removed

Model
1
2

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Drug price x drug age, Drug age
2	Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,928	,861	,824	,035891049	,861	22,961
2	,944	,891	,744	,043234091	,030	,323

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	17	20	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,296	10	,030	22,961	,000
	Residual	,048	37	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,667	2,405		13,167	,000
	Ln Sales in DDDs lagged one period	-,533	,108	-,530	-4,928	,000
	Ln Mailing flow	-,005	,003	-,156	-1,901	,065
	Ln Average competitors price per DDD	-29,066	3,921	-9,116	-7,413	,000
	Drug age	-,087	,012	-14,285	-6,996	,000
	Ln Drug price x drug age	,212	,030	5,918	7,079	,000
	Quarter 2 (dummy)	,138	,020	,704	6,882	,000
	Quarter 3 (dummy)	,244	,030	1,251	8,284	,000
	Quarter 4 (dummy)	,375	,043	1,919	8,760	,000
	Year 2013 (dummy)	,329	,044	1,684	7,500	,000
	Year 2015 (dummy)	,346	,051	1,770	6,740	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,042	-,375	,710	-,062	,308
	Ln Detailing flow (calls)	,003	,040	,968	,007	,862
	Ln Journal advertising flow	-,040	-,452	,654	-,075	,487
	Ln Competitive global marketing expenditures flow	-,001	-,006	,995	-,001	,361
	Ln Detailing stock (calls)	,014	,098	,922	,016	,182
	Ln Other marketing expenditures stock	,062	,554	,583	,092	,308
	Ln Competitive global marketing expenditures stock	,159	,735	,467	,122	,081
	Ln Average drug price per DDD	-,361	-,422	,676	-,070	,005
	Drug age^2	-,895	-,637	,528	-,106	,002
	Ln Drug price x Ln Detailing flow	-,022	-,084	,934	-,014	,058
	Ipad / Tablet (% of times used in calls)	,111	1,453	,155	,235	,622
	Laptop based materials (% of times used in calls)	,063	,934	,357	,154	,824
	Printed material (% of times used in calls)	-,016	-,232	,818	-,039	,763
	Very useful (% of calls)	-,095	-1,329	,192	-,216	,724
	Increase / Will begin to prescribe (% of calls)	-,021	-,295	,770	-,049	,753
	Ln Avg number of products presented during the calls	-,030	-,455	,652	-,076	,860
	Year 2014 (dummy)	-,095	-,094	,925	-,016	,004

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2013 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age
2	Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,921	,848	,812	,037105755	,848	23,493
2	,944	,891	,744	,043234091	,043	,444

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	38	,000
2	18	20	,956

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,291	9	,032	23,493	,000
	Residual	,052	38	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	32,040	2,478		12,929
	Ln Sales in DDDs lagged one period	-,582	,108	-,579	-5,369
	Ln Average competitors price per DDD	-28,340	4,035	-8,888	-7,024
	Drug age	-,084	,013	-13,788	-6,586
	Ln Drug price x drug age	,208	,031	5,817	6,743
	Quarter 2 (dummy)	,135	,021	,691	6,550
	Quarter 3 (dummy)	,241	,030	1,234	7,917
	Quarter 4 (dummy)	,364	,044	1,863	8,301
	Year 2013 (dummy)	,325	,045	1,663	7,174
	Year 2015 (dummy)	,331	,052	1,695	6,315

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Ln Drug price x drug age	,000
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,078	-,693	,493	-,113	,318
	Ln Detailing flow (calls)	,017	,244	,809	,040	,873
	Ln Journal advertising flow	-,064	-,710	,482	-,116	,498
	Ln Mailing flow	-,156	-1,901	,065	-,298	,558

	Ln Competitive global marketing expenditures flow	-,020	-,191	,850	-,031	,365
	Ln Detailing stock (calls)	,015	,097	,924	,016	,182
	Ln Other marketing expenditures stock	,082	,713	,480	,116	,311
	Ln Competitive global marketing expenditures stock	,199	,899	,375	,146	,082
	Ln Average drug price per DDD	-,518	-,591	,558	-,097	,005
	Drug age^2	-1,149	-,798	,430	-,130	,002
	Ln Drug price x Ln Detailing flow	,019	,070	,945	,011	,059
	Ipad / Tablet (% of times used in calls)	,093	1,175	,248	,190	,630
	Laptop based materials (% of times used in calls)	,062	,880	,385	,143	,824
	Printed material (% of times used in calls)	,003	,044	,965	,007	,780
	Very useful (% of calls)	-,099	-1,339	,189	-,215	,725
	Increase / Will begin to prescribe (% of calls)	-,036	-,488	,628	-,080	,762
	Ln Avg number of products presented during the calls	-,027	-,396	,695	-,065	,861
	Year 2014 (dummy)	,146	,140	,889	,023	,004

8.7. Product PA2

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,930	,865	,699	,040319985	,865	5,192

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447

	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,930	,865	,712	,039393002	,865	5,657
2	,930	,865	,699	,040319985	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	25	,009	5,657	,000
	Residual	,034	22	,002		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,518	6,437		3,809	,001
	Ln Sales in DDDs lagged one period	-,487	,148	-,477	-3,294	,003
	Ln Sales in DDDs lagged two periods	,184	,195	,186	,940	,358
	Ln Detailing flow (calls)	-,126	,575	-,550	-,219	,829
	Ln Journal advertising flow	,006	,002	,337	2,973	,007
	Ln Mailing flow	,001	,003	,032	,315	,756
	Ln Competitive global marketing expenditures flow	,020	,064	,057	,311	,759
	Ln Detailing stock (calls)	-,203	,121	-,706	-1,677	,108
	Ln Other marketing expenditures stock	,043	,044	,497	,966	,344
	Ln Competitive global marketing expenditures stock	,164	,207	,261	,793	,436
	Ln Average drug price per DDD	-24,278	17,200	-8,186	-1,412	,172
	Ln Average competitors price per DDD	3,906	2,647	1,718	1,476	,154
	Drug age	-,023	,022	-4,358	-1,023	,318
	Drug age^2	,000	,000	-3,263	-,941	,357
	Ln Drug price x Ln Detailing flow	,497	2,100	1,828	,237	,815
	Ipad / Tablet (% of times used in calls)	,042	,179	,053	,237	,815
	Printed material (% of times used in calls)	,063	,088	,115	,721	,478
	Very useful (% of calls)	-,140	,145	-,130	-,961	,347
	Increase / Will begin to prescribe (% of calls)	,050	,106	,051	,473	,641
	Ln Avg number of products presented during the calls	-,101	,152	-,115	-,667	,511
	Quarter 2 (dummy)	,120	,041	,714	2,897	,008
	Quarter 3 (dummy)	,296	,065	1,761	4,554	,000
	Quarter 4 (dummy)	,434	,098	2,586	4,426	,000
	Year 2013 (dummy)	,448	,140	2,668	3,193	,004
	Year 2014 (dummy)	,308	,354	1,833	,869	,394
	Year 2015 (dummy)	,740	,447	4,406	1,654	,112
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009

	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Laptop based materials (% of times used in calls)	-,001	-,006	,995	-,001

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Laptop based materials (% of times used in calls)	,414

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,930	,865	,724	,038568903	,865	6,145
2	,930	,865	,699	,040319985	,000	,023

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,977

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	24	,009	6,145	,000
	Residual	,034	23	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,657	4,986		4,744	,000
	Ln Sales in DDDs lagged one period	-,482	,143	-,472	-3,369	,003
	Ln Sales in DDDs lagged two periods	,187	,190	,190	,984	,335
	Ln Journal advertising flow	,006	,002	,332	3,048	,006
	Ln Mailing flow	,001	,003	,032	,317	,754
	Ln Competitive global marketing expenditures flow	,023	,060	,068	,391	,699
	Ln Detailing stock (calls)	-,207	,117	-,721	-1,771	,090
	Ln Other marketing expenditures stock	,044	,043	,514	1,033	,313
	Ln Competitive global marketing expenditures stock	,156	,199	,248	,783	,442
	Ln Average drug price per DDD	-21,112	9,076	-7,118	-2,326	,029
	Ln Average competitors price per DDD	4,046	2,515	1,779	1,609	,121
	Drug age	-,025	,020	-4,714	-1,223	,234
	Drug age^2	,000	,000	-3,018	-,939	,357
	Ln Drug price x Ln Detailing flow	,040	,210	,148	,192	,849
	Ipad / Tablet (% of times used in calls)	,053	,169	,066	,315	,756

	Printed material (% of times used in calls)	,070	,080	,128	,877	,390
	Very useful (% of calls)	-,143	,141	-,133	-1,013	,322
	Increase / Will begin to prescribe (% of calls)	,049	,103	,049	,472	,642
	Ln Avg number of products presented during the calls	-,114	,138	-,130	-,831	,415
	Quarter 2 (dummy)	,122	,039	,726	3,088	,005
	Quarter 3 (dummy)	,299	,062	1,780	4,813	,000
	Quarter 4 (dummy)	,438	,094	2,610	4,648	,000
	Year 2013 (dummy)	,457	,131	2,721	3,476	,002
	Year 2014 (dummy)	,306	,347	1,823	,883	,386
	Year 2015 (dummy)	,740	,438	4,407	1,690	,105
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,550	-,219	,829	-,047
	Laptop based materials (% of times used in calls)	-,004	-,029	,977	-,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,001
	Laptop based materials (% of times used in calls)	,418

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,930	,865	,735	,037787162	,865	6,679
2	,930	,865	,699	,040319985	,001	,026

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,994

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	23	,010	6,679	,000
	Residual	,034	24	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23,589	4,873		4,841	,000
	Ln Sales in DDDs lagged one period	-,477	,138	-,468	-3,458	,002
	Ln Sales in DDDs lagged two periods	,195	,182	,198	1,074	,294
	Ln Journal advertising flow	,006	,002	,333	3,131	,005
	Ln Mailing flow	,001	,003	,025	,273	,787
	Ln Competitive global marketing expenditures flow	,031	,046	,089	,659	,516
	Ln Detailing stock (calls)	-,210	,114	-,731	-1,848	,077
	Ln Other marketing expenditures stock	,047	,041	,540	1,148	,262
	Ln Competitive global marketing expenditures stock	,157	,195	,249	,802	,431
	Ln Average drug price per DDD	-21,671	8,423	-7,307	-2,573	,017
	Ln Average competitors price per DDD	4,241	2,254	1,865	1,882	,072
	Drug age	-,024	,020	-4,638	-1,234	,229
	Drug age^2	,000	,000	-3,180	-1,047	,306
	Ipad / Tablet (% of times used in calls)	,051	,165	,063	,308	,760
	Printed material (% of times used in calls)	,071	,078	,130	,907	,373
	Very useful (% of calls)	-,153	,130	-,142	-1,173	,252
	Increase / Will begin to prescribe (% of calls)	,051	,100	,052	,505	,618
	Ln Avg number of products presented during the calls	-,112	,134	-,127	-,833	,413
	Quarter 2 (dummy)	,122	,039	,727	3,160	,004
	Quarter 3 (dummy)	,299	,061	1,784	4,933	,000
	Quarter 4 (dummy)	,440	,092	2,620	4,786	,000
	Year 2013 (dummy)	,460	,128	2,738	3,593	,001
	Year 2014 (dummy)	,283	,319	1,686	,888	,383
	Year 2015 (dummy)	,719	,415	4,280	1,731	,096
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369

	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,042	,168	,868	,035
	Ln Drug price x Ln Detailing flow	,148	,192	,849	,040
	Laptop based materials (% of times used in calls)	-,006	-,049	,961	-,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,093
	Ln Drug price x Ln Detailing flow	,010
	Laptop based materials (% of times used in calls)	,423

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,930	,864	,745	,037081076	,864	7,247
2	,930	,865	,699	,040319985	,001	,036

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	22	,010	7,247	,000
	Residual	,034	25	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,628	4,780		4,943	,000
	Ln Sales in DDDs lagged one period	-,474	,135	-,464	-3,513	,002
	Ln Sales in DDDs lagged two periods	,190	,177	,192	1,068	,296
	Ln Journal advertising flow	,006	,002	,329	3,185	,004
	Ln Competitive global marketing expenditures flow	,032	,045	,093	,707	,486
	Ln Detailing stock (calls)	-,204	,109	-,709	-1,866	,074
	Ln Other marketing expenditures stock	,044	,039	,508	1,137	,266
	Ln Competitive global marketing expenditures stock	,153	,191	,244	,802	,430
	Ln Average drug price per DDD	-21,515	8,247	-7,254	-2,609	,015
	Ln Average competitors price per DDD	4,214	2,209	1,853	1,907	,068
	Drug age	-,026	,019	-4,891	-1,369	,183
	Drug age^2	,000	,000	-2,974	-1,030	,313
	Ipad / Tablet (% of times used in calls)	,060	,159	,074	,376	,710
	Printed material (% of times used in calls)	,080	,071	,145	1,121	,273
	Very useful (% of calls)	-,159	,126	-,148	-1,266	,217
	Increase / Will begin to prescribe (% of calls)	,052	,099	,053	,525	,604
	Ln Avg number of products presented during the calls	-,116	,131	-,131	-,883	,386
	Quarter 2 (dummy)	,123	,038	,730	3,234	,003
	Quarter 3 (dummy)	,299	,060	1,783	5,024	,000
	Quarter 4 (dummy)	,440	,090	2,620	4,877	,000

	Year 2013 (dummy)	,464	,125	2,761	3,716	,001
	Year 2014 (dummy)	,295	,310	1,755	,950	,351
	Year 2015 (dummy)	,732	,404	4,361	1,810	,082
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,016	,068	,946	,014
	Ln Mailing flow	,025	,273	,787	,056
	Ln Drug price x Ln Detailing flow	,063	,089	,929	,018
	Laptop based materials (% of times used in calls)	-,009	-,082	,935	-,017

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,106
	Ln Mailing flow	,659
	Ln Drug price x Ln Detailing flow	,011
	Laptop based materials (% of times used in calls)	,429

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,929	,864	,754	,036463431	,864	7,845
2	,930	,865	,699	,040319985	,002	,053

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	21	,010	7,845	,000
	Residual	,035	26	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	23,432	4,672		5,015	,000
	Ln Sales in DDDs lagged one period	-,480	,131	-,471	-3,654	,001
	Ln Sales in DDDs lagged two periods	,203	,171	,206	1,187	,246
	Ln Journal advertising flow	,006	,002	,337	3,403	,002
	Ln Competitive global marketing expenditures flow	,025	,041	,074	,619	,541
	Ln Detailing stock (calls)	-,201	,107	-,698	-1,873	,072
	Ln Other marketing expenditures stock	,042	,038	,488	1,118	,274
	Ln Competitive global marketing expenditures stock	,162	,187	,258	,870	,392
	Ln Average drug price per DDD	-21,485	8,109	-7,244	-2,649	,014
	Ln Average competitors price per DDD	4,203	2,172	1,848	1,935	,064
	Drug age	-,024	,018	-4,655	-1,346	,190
	Drug age^2	,000	,000	-3,279	-1,204	,239
	Printed material (% of times used in calls)	,072	,067	,131	1,076	,292
	Very useful (% of calls)	-,156	,123	-,145	-1,266	,217
	Increase / Will begin to prescribe (% of calls)	,058	,095	,059	,610	,547
	Ln Avg number of products presented during the calls	-,092	,114	-,105	-,814	,423
	Quarter 2 (dummy)	,123	,037	,732	3,302	,003
	Quarter 3 (dummy)	,301	,058	1,791	5,141	,000
	Quarter 4 (dummy)	,442	,089	2,633	4,993	,000
	Year 2013 (dummy)	,471	,121	2,806	3,892	,001
	Year 2014 (dummy)	,310	,302	1,850	1,028	,313
	Year 2015 (dummy)	,756	,393	4,501	1,923	,066
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,002	,008	,994	,002
	Ln Mailing flow	,031	,346	,732	,069
	Ln Drug price x Ln Detailing flow	,027	,040	,969	,008
	Ipad / Tablet (% of times used in calls)	,074	,376	,710	,075
	Laptop based materials (% of times used in calls)	-,003	-,028	,978	-,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,108
	Ln Mailing flow	,685
	Ln Drug price x Ln Detailing flow	,011
	Ipad / Tablet (% of times used in calls)	,140
	Laptop based materials (% of times used in calls)	,438

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,928	,862	,759	,036044510	,862	8,410
2	,930	,865	,699	,040319985	,004	,096

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	20	,011	8,410	,000
	Residual	,035	27	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,732	4,126		5,995	,000
	Ln Sales in DDDs lagged one period	-,515	,118	-,504	-4,370	,000
	Ln Sales in DDDs lagged two periods	,178	,164	,180	1,083	,288
	Ln Journal advertising flow	,006	,002	,333	3,408	,002
	Ln Detailing stock (calls)	-,197	,106	-,686	-1,865	,073
	Ln Other marketing expenditures stock	,041	,037	,474	1,100	,281
	Ln Competitive global marketing expenditures stock	,128	,176	,203	,726	,474
	Ln Average drug price per DDD	-19,932	7,623	-6,721	-2,615	,014
	Ln Average competitors price per DDD	3,813	2,055	1,677	1,856	,074
	Drug age	-,025	,018	-4,814	-1,412	,169
	Drug age^2	,000	,000	-3,172	-1,180	,248
	Printed material (% of times used in calls)	,073	,066	,134	1,112	,276
	Very useful (% of calls)	-,135	,117	-,126	-1,154	,259
	Increase / Will begin to prescribe (% of calls)	,060	,094	,061	,636	,530
	Ln Avg number of products presented during the calls	-,072	,107	-,082	-,671	,508
	Quarter 2 (dummy)	,124	,037	,738	3,367	,002
	Quarter 3 (dummy)	,300	,058	1,788	5,194	,000
	Quarter 4 (dummy)	,443	,087	2,641	5,069	,000
	Year 2013 (dummy)	,473	,120	2,815	3,949	,001

	Year 2014 (dummy)	,361	,287	2,152	1,258	,219
	Year 2015 (dummy)	,818	,376	4,871	2,177	,038
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,067	,385	,703	,075
	Ln Mailing flow	,033	,372	,713	,073
	Ln Competitive global marketing expenditures flow	,074	,619	,541	,121
	Ln Drug price x Ln Detailing flow	,222	,419	,678	,082
	Ipad / Tablet (% of times used in calls)	,019	,106	,916	,021
	Laptop based materials (% of times used in calls)	,002	,022	,983	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,174
	Ln Mailing flow	,686
	Ln Competitive global marketing expenditures flow	,371
	Ln Drug price x Ln Detailing flow	,019
	Ipad / Tablet (% of times used in calls)	,166
	Laptop based materials (% of times used in calls)	,441

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,927	,860	,764	,035659110	,860	9,024
2	,930	,865	,699	,040319985	,006	,129

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	19	28	,000
2	7	21	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,218	19	,011	9,024	,000
	Residual	,036	28	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,717	4,081		6,056	,000
	Ln Sales in DDDs lagged one period	-,506	,116	-,496	-4,373	,000
	Ln Sales in DDDs lagged two periods	,177	,162	,179	1,090	,285
	Ln Journal advertising flow	,006	,002	,316	3,399	,002
	Ln Detailing stock (calls)	-,196	,105	-,684	-1,879	,071
	Ln Other marketing expenditures stock	,037	,036	,433	1,027	,313
	Ln Competitive global marketing expenditures stock	,145	,172	,230	,843	,407
	Ln Average drug price per DDD	-21,047	7,340	-7,096	-2,868	,008
	Ln Average competitors price per DDD	4,052	1,999	1,782	2,027	,052
	Drug age	-,025	,018	-4,847	-1,437	,162
	Drug age^2	,000	,000	-2,975	-1,126	,270
	Printed material (% of times used in calls)	,080	,065	,145	1,236	,227
	Very useful (% of calls)	-,127	,115	-,118	-1,105	,279
	Ln Avg number of products presented during the calls	-,088	,103	-,101	-,857	,399
	Quarter 2 (dummy)	,120	,036	,716	3,345	,002
	Quarter 3 (dummy)	,289	,055	1,723	5,300	,000
	Quarter 4 (dummy)	,428	,083	2,551	5,142	,000
	Year 2013 (dummy)	,463	,117	2,758	3,943	,000
	Year 2014 (dummy)	,304	,270	1,813	1,127	,269
	Year 2015 (dummy)	,737	,350	4,390	2,107	,044
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122

	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,074	,433	,669	,083
	Ln Mailing flow	,036	,422	,677	,081
	Ln Competitive global marketing expenditures flow	,076	,645	,524	,123
	Ln Drug price x Ln Detailing flow	,243	,467	,644	,090
	Ipad / Tablet (% of times used in calls)	,035	,200	,843	,038
	Laptop based materials (% of times used in calls)	-,001	-,009	,993	-,002
	Increase / Will begin to prescribe (% of calls)	,061	,636	,530	,121

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,175
	Ln Mailing flow	,689
	Ln Competitive global marketing expenditures flow	,372
	Ln Drug price x Ln Detailing flow	,019
	Ipad / Tablet (% of times used in calls)	,170
	Laptop based materials (% of times used in calls)	,442
	Increase / Will begin to prescribe (% of calls)	,559

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,925	,856	,767	,035480359	,856	9,581
2	,930	,865	,699	,040319985	,009	,182

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	18	,012	9,581	,000
	Residual	,037	29	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,548	3,437		7,724	,000
	Ln Sales in DDDs lagged one period	-,511	,115	-,501	-4,436	,000
	Ln Sales in DDDs lagged two periods	,159	,160	,161	,991	,330
	Ln Journal advertising flow	,006	,002	,304	3,326	,002
	Ln Detailing stock (calls)	-,188	,104	-,653	-1,812	,080
	Ln Other marketing expenditures stock	,052	,032	,603	1,640	,112
	Ln Average drug price per DDD	-19,997	7,197	-6,742	-2,779	,009
	Ln Average competitors price per DDD	3,787	1,964	1,665	1,928	,064
	Drug age	-,023	,017	-4,375	-1,322	,196
	Drug age^2	,000	,000	-3,312	-1,275	,212
	Printed material (% of times used in calls)	,081	,064	,147	1,258	,218
	Very useful (% of calls)	-,099	,110	-,092	-,902	,375
	Ln Avg number of products presented during the calls	-,115	,098	-,131	-1,182	,247
	Quarter 2 (dummy)	,119	,036	,710	3,335	,002
	Quarter 3 (dummy)	,283	,054	1,685	5,260	,000
	Quarter 4 (dummy)	,429	,083	2,558	5,183	,000
	Year 2013 (dummy)	,437	,113	2,606	3,875	,001
	Year 2014 (dummy)	,306	,269	1,821	1,138	,264
	Year 2015 (dummy)	,743	,348	4,428	2,137	,041
2	(Constant)	24,512	6,655		3,683	,001

	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,050	,297	,768	,056
	Ln Mailing flow	,034	,393	,698	,074
	Ln Competitive global marketing expenditures flow	,041	,366	,717	,069
	Ln Competitive global marketing expenditures stock	,230	,843	,407	,157
	Ln Drug price x Ln Detailing flow	,162	,317	,754	,060
	Ipad / Tablet (% of times used in calls)	,069	,411	,684	,078
	Laptop based materials (% of times used in calls)	,004	,040	,969	,008
	Increase / Will begin to prescribe (% of calls)	,072	,763	,452	,143

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,180
	Ln Mailing flow	,690
	Ln Competitive global marketing expenditures flow	,408
	Ln Competitive global marketing expenditures stock	,067
	Ln Drug price x Ln Detailing flow	,020
	Ipad / Tablet (% of times used in calls)	,182
	Laptop based materials (% of times used in calls)	,443
	Increase / Will begin to prescribe (% of calls)	,573

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,923	,852	,768	,035369614	,852	10,160
2	,930	,865	,699	,040319985	,013	,232

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,986

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,216	17	,013	10,160	,000
	Residual	,038	30	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,401	3,423		7,714	,000
	Ln Sales in DDDs lagged one period	-,522	,114	-,511	-4,570	,000
	Ln Sales in DDDs lagged two periods	,177	,158	,179	1,118	,272
	Ln Journal advertising flow	,006	,002	,295	3,253	,003
	Ln Detailing stock (calls)	-,206	,101	-,716	-2,033	,051
	Ln Other marketing expenditures stock	,048	,031	,557	1,535	,135
	Ln Average drug price per DDD	-19,203	7,120	-6,475	-2,697	,011
	Ln Average competitors price per DDD	3,688	1,955	1,622	1,887	,069
	Drug age	-,023	,017	-4,289	-1,301	,203
	Drug age^2	,000	,000	-3,643	-1,422	,165
	Printed material (% of times used in calls)	,075	,064	,137	1,178	,248
	Ln Avg number of products presented during the calls	-,103	,096	-,117	-1,066	,295
	Quarter 2 (dummy)	,126	,035	,751	3,616	,001
	Quarter 3 (dummy)	,287	,053	1,713	5,389	,000
	Quarter 4 (dummy)	,437	,082	2,604	5,320	,000
	Year 2013 (dummy)	,451	,111	2,689	4,050	,000
	Year 2014 (dummy)	,349	,263	2,079	1,325	,195
	Year 2015 (dummy)	,802	,341	4,777	2,353	,025
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447

	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,064	,385	,703	,071
	Ln Mailing flow	,046	,543	,591	,100
	Ln Competitive global marketing expenditures flow	,021	,190	,850	,035
	Ln Competitive global marketing expenditures stock	,142	,541	,593	,100
	Ln Drug price x Ln Detailing flow	,208	,410	,685	,076
	Ipad / Tablet (% of times used in calls)	,062	,374	,711	,069
	Laptop based materials (% of times used in calls)	,023	,218	,829	,040
	Very useful (% of calls)	-,092	-,902	,375	-,165
	Increase / Will begin to prescribe (% of calls)	,057	,614	,544	,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,181
	Ln Mailing flow	,711
	Ln Competitive global marketing expenditures flow	,424
	Ln Competitive global marketing expenditures stock	,073
	Ln Drug price x Ln Detailing flow	,020
	Ipad / Tablet (% of times used in calls)	,182
	Laptop based materials (% of times used in calls)	,462
	Very useful (% of calls)	,478
	Increase / Will begin to prescribe (% of calls)	,587

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,920	,846	,767	,035446989	,846	10,678
2	,930	,865	,699	,040319985	,019	,296

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,215	16	,013	10,678	,000
	Residual	,039	31	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,732	3,372		7,631	,000
	Ln Sales in DDDs lagged one period	-,487	,110	-,477	-4,442	,000
	Ln Sales in DDDs lagged two periods	,157	,158	,159	,996	,327
	Ln Journal advertising flow	,005	,002	,282	3,133	,004
	Ln Detailing stock (calls)	-,194	,101	-,674	-1,923	,064
	Ln Other marketing expenditures stock	,051	,031	,590	1,626	,114
	Ln Average drug price per DDD	-18,633	7,116	-6,282	-2,619	,014
	Ln Average competitors price per DDD	3,549	1,955	1,560	1,816	,079
	Drug age	-,019	,017	-3,716	-1,140	,263
	Drug age^2	,000	,000	-3,713	-1,446	,158
	Printed material (% of times used in calls)	,067	,063	,123	1,063	,296
	Quarter 2 (dummy)	,116	,034	,691	3,449	,002
	Quarter 3 (dummy)	,278	,053	1,656	5,274	,000
	Quarter 4 (dummy)	,419	,081	2,499	5,200	,000
	Year 2013 (dummy)	,417	,107	2,485	3,900	,000
	Year 2014 (dummy)	,315	,262	1,877	1,202	,238
	Year 2015 (dummy)	,750	,338	4,466	2,219	,034
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369

	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,004	,027	,979	,005
	Ln Mailing flow	,045	,528	,601	,096
	Ln Competitive global marketing expenditures flow	-,019	-,186	,854	-,034
	Ln Competitive global marketing expenditures stock	,213	,870	,391	,157
	Ln Drug price x Ln Detailing flow	,033	,068	,947	,012
	Ipad / Tablet (% of times used in calls)	,012	,077	,939	,014
	Laptop based materials (% of times used in calls)	-,020	-,211	,834	-,039
	Very useful (% of calls)	-,074	-,732	,470	-,133
	Increase / Will begin to prescribe (% of calls)	,080	,918	,366	,165
	Ln Avg number of products presented during the calls	-,117	-1,066	,295	-,191

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,202
	Ln Mailing flow	,711
	Ln Competitive global marketing expenditures flow	,482
	Ln Competitive global marketing expenditures stock	,083
	Ln Drug price x Ln Detailing flow	,022
	Ipad / Tablet (% of times used in calls)	,196
	Laptop based materials (% of times used in calls)	,546
	Very useful (% of calls)	,489
	Increase / Will begin to prescribe (% of calls)	,650
	Ln Avg number of products presented during the calls	,412

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,917	,842	,767	,035442100	,842	11,327
2	,930	,865	,699	,040319985	,024	,339

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,213	15	,014	11,327	,000
	Residual	,040	32	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,933	2,545		10,976	,000
	Ln Sales in DDDs lagged one period	-,524	,103	-,514	-5,099	,000
	Ln Journal advertising flow	,005	,002	,253	2,971	,006
	Ln Detailing stock (calls)	-,195	,101	-,678	-1,933	,062
	Ln Other marketing expenditures stock	,043	,030	,496	1,417	,166
	Ln Average drug price per DDD	-17,440	7,013	-5,880	-2,487	,018
	Ln Average competitors price per DDD	3,341	1,943	1,469	1,719	,095
	Drug age	-,011	,015	-2,041	-,731	,470
	Drug age^2	,000	,000	-4,276	-1,707	,097
	Printed material (% of times used in calls)	,057	,063	,103	,905	,372
	Quarter 2 (dummy)	,099	,029	,593	3,402	,002
	Quarter 3 (dummy)	,251	,045	1,498	5,531	,000
	Quarter 4 (dummy)	,372	,065	2,215	5,726	,000
	Year 2013 (dummy)	,355	,086	2,112	4,099	,000
	Year 2014 (dummy)	,223	,245	1,329	,909	,370
	Year 2015 (dummy)	,599	,302	3,566	1,983	,056
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376

	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,159	,996	,327	,176
	Ln Detailing flow (calls)	,018	,116	,908	,021
	Ln Mailing flow	,039	,464	,646	,083
	Ln Competitive global marketing expenditures flow	-,035	-,343	,734	-,061
	Ln Competitive global marketing expenditures stock	,159	,657	,516	,117
	Ln Drug price x Ln Detailing flow	,079	,164	,870	,030
	Ipad / Tablet (% of times used in calls)	,051	,326	,747	,058
	Laptop based materials (% of times used in calls)	-,013	-,139	,890	-,025
	Very useful (% of calls)	-,087	-,870	,391	-,154
	Increase / Will begin to prescribe (% of calls)	,073	,831	,412	,148
	Ln Avg number of products presented during the calls	-,102	-,935	,357	-,166

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,194
	Ln Detailing flow (calls)	,204
	Ln Mailing flow	,714
	Ln Competitive global marketing expenditures flow	,495
	Ln Competitive global marketing expenditures stock	,086
	Ln Drug price x Ln Detailing flow	,022
	Ipad / Tablet (% of times used in calls)	,210
	Laptop based materials (% of times used in calls)	,549
	Very useful (% of calls)	,499
	Increase / Will begin to prescribe (% of calls)	,655
	Ln Avg number of products presented during the calls	,418

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,916	,839	,770	,035191217	,839	12,270
2	,930	,865	,699	,040319985	,027	,345

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	12	21	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,213	14	,015	12,270	,000
	Residual	,041	33	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,772	2,517		11,032	,000
	Ln Sales in DDDs lagged one period	-,521	,102	-,510	-5,107	,000
	Ln Journal advertising flow	,005	,002	,254	3,002	,005
	Ln Detailing stock (calls)	-,221	,094	-,769	-2,363	,024
	Ln Other marketing expenditures stock	,053	,027	,611	1,964	,058
	Ln Average drug price per DDD	-18,183	6,890	-6,131	-2,639	,013
	Ln Average competitors price per DDD	3,769	1,840	1,657	2,049	,049
	Drug age^2	,000	,000	-5,867	-4,776	,000
	Printed material (% of times used in calls)	,026	,047	,048	,567	,575
	Quarter 2 (dummy)	,096	,029	,570	3,350	,002
	Quarter 3 (dummy)	,245	,044	1,459	5,533	,000
	Quarter 4 (dummy)	,362	,063	2,155	5,742	,000
	Year 2013 (dummy)	,321	,073	1,914	4,399	,000
	Year 2014 (dummy)	,143	,218	,852	,657	,516
	Year 2015 (dummy)	,504	,271	3,003	1,861	,072
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183

	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age^2	,000	,000	-3,262	-,917	,369
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Drug age	-,023	,023	-4,362	-,992	,332
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,065	,473	,639	,083
	Ln Detailing flow (calls)	,008	,051	,960	,009
	Ln Mailing flow	,053	,662	,513	,116
	Ln Competitive global marketing expenditures flow	-,012	-,120	,905	-,021
	Ln Competitive global marketing expenditures stock	,137	,574	,570	,101
	Drug age	-2,041	-,731	,470	-,128
	Ln Drug price x Ln Detailing flow	,057	,121	,905	,021
	Ipad / Tablet (% of times used in calls)	,010	,066	,948	,012
	Laptop based materials (% of times used in calls)	-,008	-,086	,932	-,015
	Very useful (% of calls)	-,080	-,804	,427	-,141
	Increase / Will begin to prescribe (% of calls)	,072	,824	,416	,144
	Ln Avg number of products presented during the calls	-,091	-,846	,404	-,148

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,265
	Ln Detailing flow (calls)	,206
	Ln Mailing flow	,781
	Ln Competitive global marketing expenditures flow	,540
	Ln Competitive global marketing expenditures stock	,087
	Drug age	,001
	Ln Drug price x Ln Detailing flow	,022
	Ipad / Tablet (% of times used in calls)	,237
	Laptop based materials (% of times used in calls)	,552
	Very useful (% of calls)	,503
	Increase / Will begin to prescribe (% of calls)	,655
	Ln Avg number of products presented during the calls	,424

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,915	,837	,775	,034838181	,837	13,458
2	,930	,865	,699	,040319985	,028	,337

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	34	,000
2	13	21	,976

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,212	13	,016	13,458	,000
	Residual	,041	34	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	27,949	2,473		11,301	,000
	Ln Sales in DDDs lagged one period	-,519	,101	-,509	-5,143	,000
	Ln Journal advertising flow	,005	,002	,259	3,116	,004
	Ln Detailing stock (calls)	-,242	,085	-,840	-2,830	,008
	Ln Other marketing expenditures stock	,055	,026	,639	2,102	,043
	Ln Average drug price per DDD	-18,206	6,821	-6,139	-2,669	,012
	Ln Average competitors price per DDD	3,725	1,820	1,638	2,047	,048
	Drug age^2	,000	,000	-6,042	-5,132	,000
	Quarter 2 (dummy)	,100	,027	,593	3,623	,001
	Quarter 3 (dummy)	,253	,042	1,506	6,070	,000
	Quarter 4 (dummy)	,372	,060	2,215	6,216	,000
	Year 2013 (dummy)	,330	,071	1,963	4,650	,000
	Year 2014 (dummy)	,154	,215	,919	,718	,478
	Year 2015 (dummy)	,525	,266	3,126	1,975	,056
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age^2	,000	,000	-3,262	-,917	,369
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Drug age	-,023	,023	-4,362	-,992	,332
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,079	,604	,550	,104
	Ln Detailing flow (calls)	,012	,078	,939	,014
	Ln Mailing flow	,060	,784	,439	,135
	Ln Competitive global marketing expenditures flow	-,017	-,179	,859	-,031
	Ln Competitive global marketing expenditures stock	,154	,660	,514	,114
	Drug age	-,378	-,180	,858	-,031
	Ln Drug price x Ln Detailing flow	,071	,150	,882	,026
	Ipad / Tablet (% of times used in calls)	,008	,054	,957	,009
	Laptop based materials (% of times used in calls)	-,003	-,035	,973	-,006
	Printed material (% of times used in calls)	,048	,567	,575	,098
	Very useful (% of calls)	-,076	-,774	,445	-,133
	Increase / Will begin to prescribe (% of calls)	,078	,933	,358	,160
	Ln Avg number of products presented during the calls	-,090	-,844	,405	-,145

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,281
	Ln Detailing flow (calls)	,206
	Ln Mailing flow	,825
	Ln Competitive global marketing expenditures flow	,546
	Ln Competitive global marketing expenditures stock	,089
	Drug age	,001
	Ln Drug price x Ln Detailing flow	,022
	Ipad / Tablet (% of times used in calls)	,237
	Laptop based materials (% of times used in calls)	,557
	Printed material (% of times used in calls)	,676
	Very useful (% of calls)	,505
	Increase / Will begin to prescribe (% of calls)	,682
	Ln Avg number of products presented during the calls	,424

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD
2	Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,914	,835	,778	,034596107	,835	14,741
2	,930	,865	,699	,040319985	,031	,341

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	14	21	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,212	12	,018	14,741	,000
	Residual	,042	35	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	28,880	2,091		13,813
	Ln Sales in DDDs lagged one period	-,506	,099	-,496	-5,132
	Ln Journal advertising flow	,005	,002	,257	3,119
	Ln Detailing stock (calls)	-,262	,080	-,910	-3,264
	Ln Other marketing expenditures stock	,056	,026	,645	2,139
	Ln Average drug price per DDD	-21,953	4,360	-7,402	-5,035
	Ln Average competitors price per DDD	4,493	1,461	1,976	3,076
	Drug age^2	,000	,000	-5,958	-5,121
	Quarter 2 (dummy)	,090	,024	,538	3,744
	Quarter 3 (dummy)	,242	,038	1,439	6,296
	Quarter 4 (dummy)	,357	,056	2,126	6,407
	Year 2013 (dummy)	,308	,064	1,836	4,822
	Year 2015 (dummy)	,339	,062	2,022	5,476

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Journal advertising flow	,004
	Ln Detailing stock (calls)	,002
	Ln Other marketing expenditures stock	,040
	Ln Average drug price per DDD	,000
	Ln Average competitors price per DDD	,004
	Drug age^2	,000
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,072	,549	,587	,094
	Ln Detailing flow (calls)	-,004	-,024	,981	-,004
	Ln Mailing flow	,066	,872	,389	,148
	Ln Competitive global marketing expenditures flow	-,003	-,028	,978	-,005
	Ln Competitive global marketing expenditures stock	,162	,701	,488	,119
	Drug age	,226	,118	,906	,020
	Ln Drug price x Ln Detailing flow	,019	,042	,967	,007
	Ipad / Tablet (% of times used in calls)	,014	,100	,921	,017
	Laptop based materials (% of times used in calls)	-,002	-,018	,986	-,003
	Printed material (% of times used in calls)	,053	,634	,530	,108
	Very useful (% of calls)	-,087	-,916	,366	-,155
	Increase / Will begin to prescribe (% of calls)	,049	,618	,541	,105
	Ln Avg number of products presented during the calls	-,087	-,823	,416	-,140
	Year 2014 (dummy)	,919	,718	,478	,122

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,283
	Ln Detailing flow (calls)	,210
	Ln Mailing flow	,837
	Ln Competitive global marketing expenditures flow	,570
	Ln Competitive global marketing expenditures stock	,089
	Drug age	,001
	Ln Drug price x Ln Detailing flow	,023
	Ipad / Tablet (% of times used in calls)	,238
	Laptop based materials (% of times used in calls)	,557
	Printed material (% of times used in calls)	,681
	Very useful (% of calls)	,528
	Increase / Will begin to prescribe (% of calls)	,780
	Ln Avg number of products presented during the calls	,424
	Year 2014 (dummy)	,003

8.8. Product PA3

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,927	,836	,038577587	,927	10,211

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591

	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,927	,843	,037702765	,927	11,118
2	,963	,927	,836	,038577587	,000	,014

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,909

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	25	,016	11,118	,000
	Residual	,031	22	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	25,442	6,871		3,703	,001
	Ln Sales in DDDs lagged one period	-,756	,185	-,798	-4,078	,000
	Ln Sales in DDDs lagged two periods	-,277	,241	-,314	-1,150	,262
	Ln Journal advertising flow	,004	,003	,143	1,550	,135
	Ln Mailing flow	,000	,003	,014	,162	,873
	Ln Competitive global marketing expenditures flow	,075	,063	,193	1,186	,248
	Ln Detailing stock (calls)	,050	,122	,050	,411	,685
	Ln Other marketing expenditures stock	,030	,027	,110	1,127	,272
	Ln Competitive global marketing expenditures stock	-,106	,192	-,202	-,552	,586
	Ln Average drug price per DDD	7,329	6,637	1,921	1,104	,281
	Ln Average competitors price per DDD	-,303	2,200	-,098	-,138	,892
	Drug age	,031	,021	4,499	1,488	,151
	Drug age^2	,000	,000	-5,409	-2,771	,011
	Ln Drug price x Ln Detailing flow	-,464	,136	-1,036	-3,420	,002
	Ipad / Tablet (% of times used in calls)	-,397	,246	-,166	-1,618	,120
	Laptop based materials (% of times used in calls)	-,126	,455	-,027	-,276	,785
	Printed material (% of times used in calls)	,043	,072	,067	,603	,553
	Very useful (% of calls)	,143	,101	,113	1,415	,171
	Increase / Will begin to prescribe (% of calls)	-,053	,115	-,035	-,459	,651
	Ln Avg number of products presented during the calls	-,119	,099	-,116	-1,203	,242
	Quarter 2 (dummy)	,099	,046	,453	2,165	,041
	Quarter 3 (dummy)	,157	,067	,722	2,346	,028
	Quarter 4 (dummy)	,223	,094	1,024	2,380	,026
	Year 2013 (dummy)	,247	,130	1,136	1,900	,071
	Year 2014 (dummy)	,561	,351	2,579	1,601	,124
	Year 2015 (dummy)	,810	,470	3,722	1,724	,099
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144

	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	-,120	-,116	,909	-,025	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,927	,850	,036889889	,927	12,096
2	,963	,927	,836	,038577587	,000	,016

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	24	,016	12,096	,000
	Residual	,031	23	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,820	6,161		4,191	,000
	Ln Sales in DDDs lagged one period	-,761	,177	-,804	-4,299	,000
	Ln Sales in DDDs lagged two periods	-,287	,224	-,326	-1,281	,213
	Ln Journal advertising flow	,004	,003	,141	1,578	,128
	Ln Mailing flow	,000	,003	,014	,170	,867
	Ln Competitive global marketing expenditures flow	,075	,061	,194	1,220	,235
	Ln Detailing stock (calls)	,050	,119	,050	,421	,678
	Ln Other marketing expenditures stock	,031	,024	,114	1,294	,208
	Ln Competitive global marketing expenditures stock	-,111	,184	-,211	-,602	,553
	Ln Average drug price per DDD	6,565	3,554	1,720	1,847	,078
	Drug age	,032	,018	4,665	1,718	,099
	Drug age^2	,000	,000	-5,526	-3,215	,004
	Ln Drug price x Ln Detailing flow	-,464	,133	-1,035	-3,494	,002
	Ipad / Tablet (% of times used in calls)	-,396	,240	-,165	-1,650	,113
	Laptop based materials (% of times used in calls)	-,118	,442	-,026	-,267	,792
	Printed material (% of times used in calls)	,046	,068	,072	,682	,502
	Very useful (% of calls)	,146	,095	,116	1,532	,139
	Increase / Will begin to prescribe (% of calls)	-,051	,112	-,034	-,457	,652
	Ln Avg number of products presented during the calls	-,117	,095	-,114	-1,223	,234

	Quarter 2 (dummy)	,098	,044	,450	2,210	,037
	Quarter 3 (dummy)	,156	,065	,716	2,400	,025
	Quarter 4 (dummy)	,221	,090	1,014	2,449	,022
	Year 2013 (dummy)	,243	,123	1,116	1,969	,061
	Year 2014 (dummy)	,533	,278	2,449	1,920	,067
	Year 2015 (dummy)	,776	,390	3,565	1,990	,059
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,131	-,131	,897	-,028
	Ln Average competitors price per DDD	-,098	-,138	,892	-,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Average competitors price per DDD	,007

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,926	,856	,036135839	,926	13,153
2	,963	,927	,836	,038577587	,000	,019

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	23	,017	13,153	,000
	Residual	,031	24	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,479	5,705		4,466	,000
	Ln Sales in DDDs lagged one period	-,751	,164	-,794	-4,571	,000
	Ln Sales in DDDs lagged two periods	-,277	,212	-,315	-1,308	,203
	Ln Journal advertising flow	,004	,002	,138	1,615	,119
	Ln Competitive global marketing expenditures flow	,074	,060	,190	1,233	,229
	Ln Detailing stock (calls)	,053	,116	,053	,459	,650
	Ln Other marketing expenditures stock	,031	,024	,114	1,314	,201

	Ln Competitive global marketing expenditures stock	-,104	,176	-,199	-,591	,560
	Ln Average drug price per DDD	6,507	3,466	1,705	1,877	,073
	Drug age	,032	,018	4,631	1,746	,094
	Drug age^2	,000	,000	-5,513	-3,278	,003
	Ln Drug price x Ln Detailing flow	-,460	,128	-1,027	-3,590	,001
	Ipad / Tablet (% of times used in calls)	-,381	,219	-,159	-1,742	,094
	Laptop based materials (% of times used in calls)	-,139	,415	-,030	-,336	,740
	Printed material (% of times used in calls)	,043	,063	,066	,675	,506
	Very useful (% of calls)	,145	,093	,115	1,556	,133
	Increase / Will begin to prescribe (% of calls)	-,056	,106	-,037	-,532	,599
	Ln Avg number of products presented during the calls	-,116	,093	-,113	-1,241	,227
	Quarter 2 (dummy)	,098	,043	,452	2,264	,033
	Quarter 3 (dummy)	,155	,063	,711	2,445	,022
	Quarter 4 (dummy)	,220	,088	1,013	2,498	,020
	Year 2013 (dummy)	,243	,121	1,117	2,012	,056
	Year 2014 (dummy)	,533	,272	2,448	1,960	,062
	Year 2015 (dummy)	,777	,382	3,570	2,035	,053
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106

	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,154	-,159	,875	-,033
	Ln Mailing flow	,014	,170	,867	,035
	Ln Average competitors price per DDD	-,101	-,146	,885	-,030

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Mailing flow	,453
	Ln Average competitors price per DDD	,007

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,962	,926	,861	,035488808	,926	14,252
2	,963	,927	,836	,038577587	,001	,039

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	22	,018	14,252	,000
	Residual	,031	25	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,585	5,594		4,573	,000
	Ln Sales in DDDs lagged one period	-,754	,161	-,796	-4,670	,000
	Ln Sales in DDDs lagged two periods	-,271	,207	-,307	-1,306	,203
	Ln Journal advertising flow	,004	,002	,140	1,679	,106
	Ln Competitive global marketing expenditures flow	,075	,058	,195	1,291	,209
	Ln Detailing stock (calls)	,066	,108	,066	,609	,548
	Ln Other marketing expenditures stock	,032	,023	,117	1,380	,180
	Ln Competitive global marketing expenditures stock	-,116	,170	-,221	-,683	,501
	Ln Average drug price per DDD	6,156	3,245	1,613	1,897	,069
	Drug age	,031	,017	4,488	1,745	,093
	Drug age^2	,000	,000	-5,465	-3,321	,003
	Ln Drug price x Ln Detailing flow	-,459	,126	-1,024	-3,646	,001
	Ipad / Tablet (% of times used in calls)	-,386	,214	-,161	-1,803	,083
	Printed material (% of times used in calls)	,045	,062	,070	,737	,468
	Very useful (% of calls)	,145	,092	,115	1,580	,127
	Increase / Will begin to prescribe (% of calls)	-,060	,103	-,040	-,580	,567
	Ln Avg number of products presented during the calls	-,114	,091	-,111	-1,246	,224
	Quarter 2 (dummy)	,094	,041	,434	2,298	,030
	Quarter 3 (dummy)	,155	,062	,711	2,487	,020
	Quarter 4 (dummy)	,221	,087	1,014	2,546	,017
	Year 2013 (dummy)	,247	,118	1,133	2,086	,047
	Year 2014 (dummy)	,526	,266	2,418	1,976	,059
	Year 2015 (dummy)	,776	,375	3,564	2,069	,049
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699

	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,139	-,146	,885	-,030
	Ln Mailing flow	,021	,261	,796	,053
	Ln Average competitors price per DDD	-,073	-,107	,916	-,022
	Laptop based materials (% of times used in calls)	-,030	-,336	,740	-,068

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Mailing flow	,492
	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,379

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,962	,925	,865	,035057156	,925	15,282
2	,963	,927	,836	,038577587	,002	,094

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,394	21	,019	15,282	,000
	Residual	,032	26	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,187	5,439		4,814	,000
	Ln Sales in DDDs lagged one period	-,775	,156	-,819	-4,984	,000
	Ln Sales in DDDs lagged two periods	-,300	,199	-,341	-1,508	,144
	Ln Journal advertising flow	,004	,002	,149	1,843	,077
	Ln Competitive global marketing expenditures flow	,073	,058	,189	1,273	,214
	Ln Other marketing expenditures stock	,036	,022	,132	1,646	,112
	Ln Competitive global marketing expenditures stock	-,088	,162	-,168	-,547	,589

	Ln Average drug price per DDD	6,929	2,951	1,816	2,348	,027
	Drug age	,031	,017	4,619	1,825	,080
	Drug age^2	,000	,000	-5,423	-3,339	,003
	Ln Drug price x Ln Detailing flow	-,476	,121	-1,062	-3,927	,001
	Ipad / Tablet (% of times used in calls)	-,380	,212	-,159	-1,798	,084
	Printed material (% of times used in calls)	,050	,060	,078	,833	,412
	Very useful (% of calls)	,150	,090	,118	1,658	,109
	Increase / Will begin to prescribe (% of calls)	-,067	,101	-,044	-,658	,516
	Ln Avg number of products presented during the calls	-,117	,090	-,114	-1,300	,205
	Quarter 2 (dummy)	,098	,040	,451	2,444	,022
	Quarter 3 (dummy)	,158	,061	,725	2,580	,016
	Quarter 4 (dummy)	,221	,086	1,017	2,585	,016
	Year 2013 (dummy)	,239	,116	1,099	2,059	,050
	Year 2014 (dummy)	,539	,262	2,474	2,053	,050
	Year 2015 (dummy)	,784	,370	3,602	2,118	,044
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,188	-,201	,843	-,040
	Ln Mailing flow	,030	,401	,692	,080
	Ln Detailing stock (calls)	,066	,609	,548	,121
	Ln Average competitors price per DDD	-,060	-,090	,929	-,018
	Laptop based materials (% of times used in calls)	-,043	-,518	,609	-,103

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Mailing flow	,521
	Ln Detailing stock (calls)	,252
	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,422

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,961	,924	,868	,034598874	,924	16,459
2	,963	,927	,836	,038577587	,003	,120

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,394	20	,020	16,459	,000
	Residual	,032	27	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,132	3,878		6,222	,000
	Ln Sales in DDDs lagged one period	-,766	,152	-,809	-5,020	,000
	Ln Sales in DDDs lagged two periods	-,269	,188	-,305	-1,429	,165
	Ln Journal advertising flow	,004	,002	,143	1,809	,082
	Ln Competitive global marketing expenditures flow	,086	,052	,222	1,643	,112
	Ln Other marketing expenditures stock	,030	,019	,110	1,609	,119
	Ln Average drug price per DDD	7,412	2,779	1,942	2,667	,013
	Drug age	,031	,017	4,512	1,812	,081
	Drug age^2	,000	,000	-5,271	-3,338	,002
	Ln Drug price x Ln Detailing flow	-,482	,119	-1,075	-4,046	,000
	Ipad / Tablet (% of times used in calls)	-,366	,207	-,153	-1,768	,088
	Printed material (% of times used in calls)	,043	,058	,067	,743	,464
	Very useful (% of calls)	,136	,086	,108	1,589	,124
	Increase / Will begin to prescribe (% of calls)	-,074	,099	-,049	-,745	,463
	Ln Avg number of products presented during the calls	-,119	,089	-,116	-1,342	,191
	Quarter 2 (dummy)	,101	,039	,463	2,567	,016
	Quarter 3 (dummy)	,164	,060	,752	2,750	,011
	Quarter 4 (dummy)	,229	,083	1,050	2,740	,011
	Year 2013 (dummy)	,248	,114	1,138	2,182	,038
	Year 2014 (dummy)	,580	,248	2,663	2,336	,027
	Year 2015 (dummy)	,834	,354	3,832	2,355	,026
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018

	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,123	-,134	,894	-,026
	Ln Mailing flow	,020	,281	,781	,055
	Ln Detailing stock (calls)	,046	,448	,658	,087
	Ln Competitive global marketing expenditures stock	-,168	-,547	,589	-,107
	Ln Average competitors price per DDD	-,122	-,188	,853	-,037
	Laptop based materials (% of times used in calls)	-,048	-,583	,565	-,114

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Mailing flow	,546
	Ln Detailing stock (calls)	,272
	Ln Competitive global marketing expenditures stock	,030
	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,427

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,961	,923	,870	,034321431	,923	17,577
2	,963	,927	,836	,038577587	,004	,166

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,393	19	,021	17,577	,000
	Residual	,033	28	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,383	3,715		6,294	,000
	Ln Sales in DDDs lagged one period	-,755	,151	-,797	-5,012	,000
	Ln Sales in DDDs lagged two periods	-,239	,182	-,271	-1,310	,201
	Ln Journal advertising flow	,004	,002	,147	1,878	,071
	Ln Competitive global marketing expenditures flow	,092	,051	,237	1,797	,083
	Ln Other marketing expenditures stock	,028	,018	,101	1,519	,140
	Ln Average drug price per DDD	7,955	2,660	2,085	2,991	,006

	Drug age	,032	,017	4,664	1,894	,069
	Drug age^2	,000	,000	-5,641	-3,795	,001
	Ln Drug price x Ln Detailing flow	-,501	,115	-1,118	-4,343	,000
	Ipad / Tablet (% of times used in calls)	-,384	,204	-,160	-1,879	,071
	Very useful (% of calls)	,136	,085	,108	1,602	,120
	Increase / Will begin to prescribe (% of calls)	-,079	,098	-,052	-,806	,427
	Ln Avg number of products presented during the calls	-,097	,083	-,095	-1,170	,252
	Quarter 2 (dummy)	,115	,034	,528	3,362	,002
	Quarter 3 (dummy)	,181	,054	,833	3,353	,002
	Quarter 4 (dummy)	,248	,079	1,139	3,154	,004
	Year 2013 (dummy)	,263	,111	1,209	2,375	,025
	Year 2014 (dummy)	,624	,239	2,865	2,610	,014
	Year 2015 (dummy)	,908	,337	4,171	2,693	,012
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,114	-,126	,901	-,024
	Ln Mailing flow	,010	,137	,892	,026
	Ln Detailing stock (calls)	,058	,581	,566	,111
	Ln Competitive global marketing expenditures stock	-,114	-,380	,707	-,073
	Ln Average competitors price per DDD	-,222	-,355	,725	-,068
	Laptop based materials (% of times used in calls)	-,055	-,689	,497	-,131
	Printed material (% of times used in calls)	,067	,743	,464	,142

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,003
	Ln Mailing flow	,567
	Ln Detailing stock (calls)	,281
	Ln Competitive global marketing expenditures stock	,032
	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,436
	Printed material (% of times used in calls)	,345

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,960	,921	,872	,034113481	,921	18,743
2	,963	,927	,836	,038577587	,006	,210

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,986

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,393	18	,022	18,743	,000
	Residual	,034	29	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,521	3,536		6,369	,000
	Ln Sales in DDDs lagged one period	-,724	,145	-,765	-5,000	,000
	Ln Sales in DDDs lagged two periods	-,219	,179	-,248	-1,219	,233
	Ln Journal advertising flow	,004	,002	,141	1,815	,080
	Ln Competitive global marketing expenditures flow	,103	,049	,265	2,094	,045
	Ln Other marketing expenditures stock	,027	,018	,098	1,484	,149
	Ln Average drug price per DDD	8,325	2,604	2,182	3,197	,003
	Drug age	,028	,016	4,085	1,745	,092
	Drug age^2	,000	,000	-5,348	-3,734	,001
	Ln Drug price x Ln Detailing flow	-,504	,115	-1,126	-4,405	,000
	Ipad / Tablet (% of times used in calls)	-,382	,203	-,159	-1,881	,070
	Very useful (% of calls)	,121	,082	,096	1,473	,152
	Ln Avg number of products presented during the calls	-,095	,083	-,092	-1,148	,260
	Quarter 2 (dummy)	,121	,033	,555	3,643	,001
	Quarter 3 (dummy)	,196	,051	,901	3,872	,001
	Quarter 4 (dummy)	,265	,075	1,216	3,510	,001
	Year 2013 (dummy)	,291	,104	1,338	2,788	,009
	Year 2014 (dummy)	,686	,225	3,154	3,058	,005
	Year 2015 (dummy)	,992	,319	4,557	3,113	,004
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Very useful (% of calls)	,147	,110	,116	1,341	,194

	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,018	-,020	,984	-,004
	Ln Mailing flow	,023	,338	,738	,064
	Ln Detailing stock (calls)	,065	,651	,520	,122
	Ln Competitive global marketing expenditures stock	-,139	-,471	,642	-,089
	Ln Average competitors price per DDD	-,184	-,297	,769	-,056
	Laptop based materials (% of times used in calls)	-,064	-,812	,424	-,152
	Printed material (% of times used in calls)	,072	,804	,428	,150
	Increase / Will begin to prescribe (% of calls)	-,052	-,806	,427	-,151

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,606
	Ln Detailing stock (calls)	,283
	Ln Competitive global marketing expenditures stock	,032
	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,447
	Printed material (% of times used in calls)	,347
	Increase / Will begin to prescribe (% of calls)	,651

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age

2	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,958	,917	,870	,034293507	,917	19,561
2	,963	,927	,836	,038577587	,009	,301

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,391	17	,023	19,561	,000
	Residual	,035	30	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,656	3,553		6,377	,000
	Ln Sales in DDDs lagged one period	-,710	,145	-,750	-4,896	,000
	Ln Sales in DDDs lagged two periods	-,266	,176	-,301	-1,513	,141
	Ln Journal advertising flow	,003	,002	,122	1,604	,119
	Ln Competitive global marketing expenditures flow	,102	,049	,262	2,060	,048
	Ln Other marketing expenditures stock	,024	,018	,087	1,327	,194
	Ln Average drug price per DDD	8,668	2,600	2,272	3,334	,002
	Drug age	,032	,015	4,768	2,095	,045
	Drug age^2	,000	,000	-5,893	-4,336	,000
	Ln Drug price x Ln Detailing flow	-,474	,112	-1,059	-4,233	,000
	Ipad / Tablet (% of times used in calls)	-,371	,204	-,155	-1,822	,078
	Very useful (% of calls)	,116	,083	,092	1,404	,170
	Quarter 2 (dummy)	,126	,033	,579	3,819	,001

	Quarter 3 (dummy)	,206	,050	,947	4,114	,000
	Quarter 4 (dummy)	,264	,076	1,214	3,487	,002
	Year 2013 (dummy)	,275	,104	1,263	2,643	,013
	Year 2014 (dummy)	,688	,226	3,159	3,047	,005
	Year 2015 (dummy)	,998	,320	4,586	3,117	,004
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,119	,133	,895	,025
	Ln Mailing flow	,023	,329	,744	,061
	Ln Detailing stock (calls)	,062	,626	,536	,115
	Ln Competitive global marketing expenditures stock	-,175	-,594	,557	-,110
	Ln Average competitors price per DDD	-,013	-,021	,983	-,004
	Laptop based materials (% of times used in calls)	-,055	-,702	,488	-,129
	Printed material (% of times used in calls)	,032	,371	,713	,069

	Increase / Will begin to prescribe (% of calls)	-,050	-,759	,454	-,139
	Ln Avg number of products presented during the calls	-,092	-1,148	,260	-,208

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,606
	Ln Detailing stock (calls)	,283
	Ln Competitive global marketing expenditures stock	,033
	Ln Average competitors price per DDD	,008
	Laptop based materials (% of times used in calls)	,450
	Printed material (% of times used in calls)	,390
	Increase / Will begin to prescribe (% of calls)	,652
	Ln Avg number of products presented during the calls	,421

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,955	,912	,867	,034712210	,912	20,178
2	,963	,927	,836	,038577587	,014	,410

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,927

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,389	16	,024	20,178	,000
	Residual	,037	31	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,103	3,572		6,189	,000
	Ln Sales in DDDs lagged one period	-,672	,144	-,710	-4,670	,000
	Ln Sales in DDDs lagged two periods	-,225	,175	-,256	-1,287	,208
	Ln Journal advertising flow	,004	,002	,126	1,633	,112
	Ln Competitive global marketing expenditures flow	,098	,050	,253	1,968	,058
	Ln Average drug price per DDD	8,109	2,597	2,125	3,122	,004
	Drug age	,031	,016	4,509	1,964	,059
	Drug age^2	,000	,000	-5,852	-4,256	,000
	Ln Drug price x Ln Detailing flow	-,467	,113	-1,042	-4,121	,000
	Ipad / Tablet (% of times used in calls)	-,300	,199	-,125	-1,506	,142
	Very useful (% of calls)	,097	,082	,077	1,174	,249
	Quarter 2 (dummy)	,133	,033	,613	4,049	,000
	Quarter 3 (dummy)	,210	,051	,966	4,154	,000
	Quarter 4 (dummy)	,273	,076	1,253	3,568	,001
	Year 2013 (dummy)	,272	,105	1,250	2,582	,015
	Year 2014 (dummy)	,680	,228	3,126	2,979	,006
	Year 2015 (dummy)	1,004	,324	4,615	3,099	,004
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903

	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	-,046	-,052	,959	-,009
	Ln Mailing flow	,038	,567	,575	,103
	Ln Detailing stock (calls)	,101	1,122	,271	,201
	Ln Other marketing expenditures stock	,087	1,327	,194	,236
	Ln Competitive global marketing expenditures stock	,033	,128	,899	,023
	Ln Average competitors price per DDD	-,245	-,422	,676	-,077
	Laptop based materials (% of times used in calls)	-,069	-,878	,387	-,158
	Printed material (% of times used in calls)	,019	,218	,829	,040
	Increase / Will begin to prescribe (% of calls)	-,045	-,678	,503	-,123
	Ln Avg number of products presented during the calls	-,075	-,928	,361	-,167

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,629
	Ln Detailing stock (calls)	,344
	Ln Other marketing expenditures stock	,637
	Ln Competitive global marketing expenditures stock	,043
	Ln Average competitors price per DDD	,009
	Laptop based materials (% of times used in calls)	,460
	Printed material (% of times used in calls)	,395
	Increase / Will begin to prescribe (% of calls)	,654
	Ln Avg number of products presented during the calls	,430

Variables Entered/Removed

Model
1
2

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age

2	Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,953	,908	,866	,034916503	,908	21,181
2	,963	,927	,836	,038577587	,018	,474

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,899

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,387	15	,026	21,181	,000
	Residual	,039	32	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,357	3,535		6,041	,000
	Ln Sales in DDDs lagged one period	-,666	,145	-,703	-4,602	,000
	Ln Sales in DDDs lagged two periods	-,169	,169	-,192	-,998	,326
	Ln Journal advertising flow	,004	,002	,132	1,707	,097
	Ln Competitive global marketing expenditures flow	,102	,050	,263	2,035	,050
	Ln Average drug price per DDD	7,964	2,610	2,087	3,052	,005
	Drug age	,027	,015	4,036	1,775	,085
	Drug age^2	,000	,000	-5,814	-4,204	,000
	Ln Drug price x Ln Detailing flow	-,460	,114	-1,027	-4,044	,000
	Ipad / Tablet (% of times used in calls)	-,306	,200	-,128	-1,531	,136
	Quarter 2 (dummy)	,141	,033	,646	4,322	,000
	Quarter 3 (dummy)	,224	,050	1,030	4,530	,000
	Quarter 4 (dummy)	,296	,074	1,359	3,982	,000

	Year 2013 (dummy)	,301	,103	1,381	2,918	,006
	Year 2014 (dummy)	,743	,223	3,415	3,328	,002
	Year 2015 (dummy)	1,100	,316	5,056	3,488	,001
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Detailing flow (calls)	,252	,295	,770	,053
	Ln Mailing flow	,032	,469	,643	,084
	Ln Detailing stock (calls)	,107	1,185	,245	,208
	Ln Other marketing expenditures stock	,071	1,079	,289	,190
	Ln Competitive global marketing expenditures stock	,087	,339	,737	,061
	Ln Average competitors price per DDD	-,350	-,610	,546	-,109
	Laptop based materials (% of times used in calls)	-,062	-,789	,436	-,140
	Printed material (% of times used in calls)	,021	,245	,808	,044

	Very useful (% of calls)	,077	1,174	,249	,206
	Increase / Will begin to prescribe (% of calls)	-,028	-,421	,677	-,075
	Ln Avg number of products presented during the calls	-,072	-,886	,382	-,157

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,633
	Ln Detailing stock (calls)	,345
	Ln Other marketing expenditures stock	,658
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,009
	Laptop based materials (% of times used in calls)	,462
	Printed material (% of times used in calls)	,395
	Very useful (% of calls)	,664
	Increase / Will begin to prescribe (% of calls)	,683
	Ln Avg number of products presented during the calls	,430

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,952	,906	,866	,034914246	,906	22,626
2	,963	,927	,836	,038577587	,021	,503

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	12	21	,890

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,386	14	,028	22,626	,000
	Residual	,040	33	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000

	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,413	1,949		9,448	,000
	Ln Sales in DDDs lagged one period	-,588	,122	-,621	-4,824	,000
	Ln Journal advertising flow	,003	,002	,118	1,550	,131
	Ln Competitive global marketing expenditures flow	,108	,050	,278	2,167	,038
	Ln Average drug price per DDD	7,307	2,525	1,915	2,894	,007
	Drug age	,015	,009	2,220	1,630	,113
	Drug age^2	,000	,000	-4,872	-4,823	,000
	Ln Drug price x Ln Detailing flow	-,431	,110	-,961	-3,919	,000
	Ipad / Tablet (% of times used in calls)	-,229	,185	-,096	-1,242	,223
	Quarter 2 (dummy)	,153	,030	,704	5,092	,000
	Quarter 3 (dummy)	,241	,047	1,107	5,169	,000
	Quarter 4 (dummy)	,331	,065	1,523	5,084	,000
	Year 2013 (dummy)	,352	,089	1,616	3,930	,000
	Year 2014 (dummy)	,836	,203	3,841	4,116	,000
	Year 2015 (dummy)	1,235	,285	5,674	4,331	,000
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903

	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,192	-,998	,326	-,174
	Ln Detailing flow (calls)	,095	,112	,911	,020
	Ln Mailing flow	,019	,279	,782	,049
	Ln Detailing stock (calls)	,119	1,347	,188	,232
	Ln Other marketing expenditures stock	,061	,937	,356	,163
	Ln Competitive global marketing expenditures stock	,108	,424	,674	,075
	Ln Average competitors price per DDD	-,398	-,698	,490	-,122
	Laptop based materials (% of times used in calls)	-,051	-,649	,521	-,114
	Printed material (% of times used in calls)	-,004	-,050	,960	-,009
	Very useful (% of calls)	,054	,845	,405	,148
	Increase / Will begin to prescribe (% of calls)	-,022	-,334	,741	-,059
	Ln Avg number of products presented during the calls	-,088	-1,130	,267	-,196

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,078
	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,655
	Ln Detailing stock (calls)	,356
	Ln Other marketing expenditures stock	,669
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,009
	Laptop based materials (% of times used in calls)	,470
	Printed material (% of times used in calls)	,432
	Very useful (% of calls)	,718
	Increase / Will begin to prescribe (% of calls)	,688
	Ln Avg number of products presented during the calls	,464

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2, Drug age

2	Ln Mailing flow, Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,901	,863	,035191560	,901	23,867
2	,963	,927	,836	,038577587	,025	,561

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	13	21	,858

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,384	13	,030	23,867	,000
	Residual	,042	34	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,474	1,964		9,407	,000
	Ln Sales in DDDs lagged one period	-,587	,123	-,620	-4,775	,000
	Ln Journal advertising flow	,003	,002	,118	1,543	,132
	Ln Competitive global marketing expenditures flow	,104	,050	,268	2,079	,045
	Ln Average drug price per DDD	7,275	2,545	1,906	2,858	,007
	Drug age	,014	,009	2,017	1,480	,148
	Drug age^2	,000	,000	-4,937	-4,855	,000
	Ln Drug price x Ln Detailing flow	-,420	,110	-,939	-3,808	,001
	Quarter 2 (dummy)	,158	,030	,726	5,253	,000
	Quarter 3 (dummy)	,248	,047	1,139	5,315	,000
	Quarter 4 (dummy)	,344	,065	1,582	5,308	,000
	Year 2013 (dummy)	,368	,089	1,689	4,121	,000
	Year 2014 (dummy)	,868	,203	3,988	4,274	,000
	Year 2015 (dummy)	1,286	,284	5,908	4,520	,000
2	(Constant)	25,818	7,738		3,336	,003

	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,078	-,433	,668	-,075
	Ln Detailing flow (calls)	,159	,188	,852	,033
	Ln Mailing flow	-,009	-,136	,893	-,024
	Ln Detailing stock (calls)	,095	1,077	,289	,184
	Ln Other marketing expenditures stock	,039	,610	,546	,106
	Ln Competitive global marketing expenditures stock	,098	,382	,705	,066
	Ln Average competitors price per DDD	-,275	-,484	,632	-,084
	Ipad / Tablet (% of times used in calls)	-,096	-1,242	,223	-,211
	Laptop based materials (% of times used in calls)	-,058	-,732	,469	-,126
	Printed material (% of times used in calls)	,023	,284	,778	,049
	Very useful (% of calls)	,064	1,009	,320	,173

	Increase / Will begin to prescribe (% of calls)	-,025	-,373	,712	-,065
	Ln Avg number of products presented during the calls	-,075	-,960	,344	-,165

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,091
	Ln Detailing flow (calls)	,004
	Ln Mailing flow	,734
	Ln Detailing stock (calls)	,368
	Ln Other marketing expenditures stock	,708
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,009
	Ipad / Tablet (% of times used in calls)	,483
	Laptop based materials (% of times used in calls)	,473
	Printed material (% of times used in calls)	,466
	Very useful (% of calls)	,733
	Increase / Will begin to prescribe (% of calls)	,689
	Ln Avg number of products presented during the calls	,471

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls), Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,946	,895	,859	,035784713	,895	24,830
2	,963	,927	,836	,038577587	,032	,651

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,000
2	14	21	,794

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,382	12	,032	24,830	,000
	Residual	,045	35	,001		

	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,443	1,997		9,237	,000
	Ln Sales in DDDs lagged one period	-,550	,122	-,581	-4,494	,000
	Ln Journal advertising flow	,003	,002	,113	1,455	,154
	Ln Competitive global marketing expenditures flow	,111	,051	,286	2,188	,035
	Ln Average drug price per DDD	6,885	2,574	1,804	2,675	,011
	Drug age^2	,000	,000	-3,883	-5,261	,000
	Ln Drug price x Ln Detailing flow	-,452	,110	-1,009	-4,105	,000
	Quarter 2 (dummy)	,174	,029	,798	6,080	,000
	Quarter 3 (dummy)	,282	,041	1,297	6,875	,000
	Quarter 4 (dummy)	,396	,055	1,820	7,139	,000
	Year 2013 (dummy)	,452	,070	2,077	6,474	,000
	Year 2014 (dummy)	1,008	,183	4,632	5,522	,000
	Year 2015 (dummy)	1,481	,256	6,806	5,783	,000
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Drug age	,031	,022	4,589	1,439	,165
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784

	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,098	,836	,409	,142
	Ln Detailing flow (calls)	,634	,842	,406	,143
	Ln Mailing flow	-,009	-,144	,886	-,025
	Ln Detailing stock (calls)	,075	,840	,407	,143
	Ln Other marketing expenditures stock	,049	,754	,456	,128
	Ln Competitive global marketing expenditures stock	,066	,251	,803	,043
	Ln Average competitors price per DDD	-,547	-1,059	,297	-,179
	Drug age	2,017	1,480	,148	,246
	Ipad / Tablet (% of times used in calls)	-,080	-1,029	,311	-,174
	Laptop based materials (% of times used in calls)	-,037	-,467	,643	-,080
	Printed material (% of times used in calls)	,054	,697	,491	,119
	Very useful (% of calls)	,069	1,084	,286	,183
	Increase / Will begin to prescribe (% of calls)	,009	,143	,887	,024
	Ln Avg number of products presented during the calls	-,087	-1,101	,279	-,185

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,221
	Ln Detailing flow (calls)	,005
	Ln Mailing flow	,734
	Ln Detailing stock (calls)	,375
	Ln Other marketing expenditures stock	,717
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,011
	Drug age	,002
	Ipad / Tablet (% of times used in calls)	,490
	Laptop based materials (% of times used in calls)	,486
	Printed material (% of times used in calls)	,511
	Very useful (% of calls)	,736
	Increase / Will begin to prescribe (% of calls)	,779
	Ln Avg number of products presented during the calls	,477

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age^2

2	Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Mailing flow, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls), Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,943	,889	,854	,036336122	,889	26,084
2	,963	,927	,836	,038577587	,038	,729

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	15	21	,732

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,379	11	,034	26,084	,000
	Residual	,048	36	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	17,612	1,943		9,065
	Ln Sales in DDDs lagged one period	-,512	,121	-,541	-4,217
	Ln Competitive global marketing expenditures flow	,149	,044	,385	3,407
	Ln Average drug price per DDD	6,123	2,559	1,604	2,393
	Drug age^2	,000	,000	-3,538	-4,985
	Ln Drug price x Ln Detailing flow	-,432	,111	-,965	-3,896
	Quarter 2 (dummy)	,161	,028	,739	5,831
	Quarter 3 (dummy)	,264	,040	1,215	6,648
	Quarter 4 (dummy)	,370	,053	1,699	6,944
	Year 2013 (dummy)	,426	,069	1,958	6,216
	Year 2014 (dummy)	,938	,179	4,309	5,246
	Year 2015 (dummy)	1,377	,250	6,326	5,514

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Competitive global marketing expenditures flow	,002
	Ln Average drug price per DDD	,022
	Drug age^2	,000
	Ln Drug price x Ln Detailing flow	,000
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,111	,935	,356	,156
	Ln Detailing flow (calls)	,739	,976	,336	,163
	Ln Journal advertising flow	,113	1,455	,154	,239
	Ln Mailing flow	-,020	-,306	,761	-,052
	Ln Detailing stock (calls)	,097	1,091	,283	,181
	Ln Other marketing expenditures stock	,053	,801	,429	,134
	Ln Competitive global marketing expenditures stock	,129	,496	,623	,084
	Ln Average competitors price per DDD	-,471	-,898	,375	-,150
	Drug age	1,924	1,386	,174	,228
	Ipad / Tablet (% of times used in calls)	-,082	-1,028	,311	-,171
	Laptop based materials (% of times used in calls)	-,055	-,694	,493	-,116
	Printed material (% of times used in calls)	,069	,895	,377	,150
	Very useful (% of calls)	,079	1,230	,227	,204
	Increase / Will begin to prescribe (% of calls)	,016	,249	,805	,042
	Ln Avg number of products presented during the calls	-,053	-,672	,506	-,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,223
	Ln Detailing flow (calls)	,005
	Ln Journal advertising flow	,496
	Ln Mailing flow	,744
	Ln Detailing stock (calls)	,389
	Ln Other marketing expenditures stock	,718
	Ln Competitive global marketing expenditures stock	,047
	Ln Average competitors price per DDD	,011
	Drug age	,002
	Ipad / Tablet (% of times used in calls)	,490
	Laptop based materials (% of times used in calls)	,500
	Printed material (% of times used in calls)	,523
	Very useful (% of calls)	,745
	Increase / Will begin to prescribe (% of calls)	,783
	Ln Avg number of products presented during the calls	,510

8.9. Product PA4

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,995	,989	,961	,159655833	,989	35,595

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	23	9	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717

	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Drug age^2
2	Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,995	,989	,965	,151469280	,989	41,345
2	,995	,989	,961	,159655833	,000	,001

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	22	10	,000
2	1	9	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	22	,949	41,345	,000
	Residual	,229	10	,023		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,364	80,564		,141	,891
	Ln Sales in DDDs lagged one period	-,072	,090	-,204	-,801	,442
	Ln Sales in DDDs lagged two periods	-,070	,063	-,266	-1,099	,298
	Ln Detailing flow (calls)	,593	,322	,322	1,845	,095
	Ln Journal advertising flow	-,006	,013	-,032	-,507	,623
	Ln Mailing flow	,016	,030	,031	,523	,612
	Ln Competitive global marketing expenditures flow	-,124	,294	-,055	-,423	,681
	Ln Detailing stock (calls)	1,734	1,124	,749	1,542	,154
	Ln Other marketing expenditures stock	-,040	,158	-,034	-,251	,807
	Ln Competitive global marketing expenditures stock	,940	,595	,355	1,581	,145
	Ln Average competitors price per DDD	-161,192	406,992	-,141	-,396	,700
	Drug age	,141	,091	1,675	1,546	,153
	Drug age^2	,000	,002	-,272	-,223	,828
	Ipad / Tablet (% of times used in calls)	,314	1,125	,024	,279	,786
	Laptop based materials (% of times used in calls)	,994	2,287	,026	,435	,673
	Very useful (% of calls)	,338	,799	,035	,423	,681
	Increase / Will begin to prescribe (% of calls)	-,632	,860	-,089	-,735	,479
	Ln Avg number of products presented during the calls	-1,093	,890	-,138	-1,228	,248
	Quarter 2 (dummy)	,043	,254	,024	,170	,868
	Quarter 3 (dummy)	,589	,351	,328	1,676	,125
	Quarter 4 (dummy)	,497	,507	,277	,982	,349
	Year 2014 (dummy)	,626	1,060	,377	,591	,568
	Year 2015 (dummy)	1,403	1,687	,844	,832	,425
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835

	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	-,002	-,028	,979	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,248

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Drug age^2
2	Printed material (% of times used in calls), Quarter 2 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,995	,989	,968	,144629540	,989	47,505
2	,995	,989	,961	,159655833	,000	,013

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	21	11	,000
2	2	9	,987

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	21	,994	47,505	,000
	Residual	,230	11	,021		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,115	73,997		,204	,842
	Ln Sales in DDDs lagged one period	-,079	,075	-,224	-1,054	,314
	Ln Sales in DDDs lagged two periods	-,075	,053	-,286	-1,424	,182
	Ln Detailing flow (calls)	,601	,304	,326	1,976	,074
	Ln Journal advertising flow	-,007	,012	-,034	-,573	,578
	Ln Mailing flow	,019	,023	,037	,804	,438
	Ln Competitive global marketing expenditures flow	-,114	,274	-,050	-,415	,686
	Ln Detailing stock (calls)	1,823	,949	,788	1,922	,081
	Ln Other marketing expenditures stock	-,056	,118	-,049	-,474	,645
	Ln Competitive global marketing expenditures stock	,916	,552	,346	1,660	,125
	Ln Average competitors price per DDD	-181,917	370,831	-,159	-,491	,633
	Drug age	,145	,084	1,723	1,725	,113
	Drug age^2	,000	,001	-,190	-,178	,862
	Ipad / Tablet (% of times used in calls)	,262	1,035	,020	,254	,805
	Laptop based materials (% of times used in calls)	1,204	1,841	,031	,654	,527
	Very useful (% of calls)	,282	,696	,029	,405	,693
	Increase / Will begin to prescribe (% of calls)	-,677	,782	-,095	-,867	,405
	Ln Avg number of products presented during the calls	-1,054	,821	-,133	-1,283	,226
	Quarter 3 (dummy)	,535	,144	,298	3,726	,003
	Quarter 4 (dummy)	,419	,200	,233	2,095	,060
	Year 2014 (dummy)	,502	,735	,302	,683	,509
	Year 2015 (dummy)	1,191	1,088	,717	1,095	,297
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817

	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	-,003	-,048	,963	-,015
	Quarter 2 (dummy)	,024	,170	,868	,054

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,251
	Quarter 2 (dummy)	,054

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,995	,989	,971	,138671782	,989	54,257
2	,995	,989	,961	,159655833	,000	,018

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	12	,000
2	3	9	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,867	20	1,043	54,257	,000
	Residual	,231	12	,019		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,645	69,628		,253	,804
	Ln Sales in DDDs lagged one period	-,089	,049	-,252	-1,818	,094
	Ln Sales in DDDs lagged two periods	-,081	,040	-,308	-2,009	,068
	Ln Detailing flow (calls)	,618	,276	,335	2,237	,045
	Ln Journal advertising flow	-,008	,010	-,038	-,743	,472
	Ln Mailing flow	,018	,022	,037	,833	,421
	Ln Competitive global marketing expenditures flow	-,120	,261	-,053	-,458	,655
	Ln Detailing stock (calls)	1,959	,542	,847	3,615	,004
	Ln Other marketing expenditures stock	-,063	,107	-,055	-,589	,567
	Ln Competitive global marketing expenditures stock	,867	,458	,327	1,895	,082
	Ln Average competitors price per DDD	-195,572	347,874	-,171	-,562	,584
	Drug age	,133	,052	1,586	2,584	,024
	Ipad / Tablet (% of times used in calls)	,301	,970	,023	,311	,761
	Laptop based materials (% of times used in calls)	1,235	1,757	,032	,703	,496
	Very useful (% of calls)	,233	,613	,024	,380	,711
	Increase / Will begin to prescribe (% of calls)	-,691	,746	-,097	-,926	,373
	Ln Avg number of products presented during the calls	-1,055	,788	-,133	-1,340	,205
	Quarter 3 (dummy)	,531	,136	,296	3,904	,002
	Quarter 4 (dummy)	,408	,183	,228	2,229	,046
	Year 2014 (dummy)	,490	,702	,295	,698	,498
	Year 2015 (dummy)	1,170	1,037	,704	1,129	,281
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133

	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Drug age^2	,000	,002	-,282	-,211	,838
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	-,190	-,178	,862	-,054
	Printed material (% of times used in calls)	,001	,015	,988	,005
	Quarter 2 (dummy)	,012	,094	,927	,028

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Printed material (% of times used in calls)	,286
	Quarter 2 (dummy)	,064

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,989	,973	,133766256	,989	61,373
2	,995	,989	,961	,159655833	,000	,031

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	13	,000
2	4	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,865	19	1,098	61,373	,000
	Residual	,233	13	,018		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33,057	47,130		,701	,495
	Ln Sales in DDDs lagged one period	-,092	,047	-,259	-1,969	,071
	Ln Sales in DDDs lagged two periods	-,079	,038	-,301	-2,058	,060
	Ln Detailing flow (calls)	,571	,223	,310	2,558	,024
	Ln Journal advertising flow	-,007	,009	-,033	-,703	,495
	Ln Mailing flow	,020	,021	,039	,940	,364
	Ln Competitive global marketing expenditures flow	-,064	,184	-,028	-,349	,733
	Ln Detailing stock (calls)	1,919	,508	,830	3,778	,002
	Ln Other marketing expenditures stock	-,061	,103	-,053	-,595	,562
	Ln Competitive global marketing expenditures stock	,829	,425	,313	1,949	,073
	Ln Average competitors price per DDD	-272,060	237,071	-,237	-1,148	,272
	Drug age	,140	,045	1,665	3,084	,009
	Laptop based materials (% of times used in calls)	1,363	1,648	,035	,827	,423
	Very useful (% of calls)	,281	,572	,029	,491	,632
	Increase / Will begin to prescribe (% of calls)	-,624	,689	-,087	-,905	,382

	Ln Avg number of products presented during the calls	-,930	,653	-,118	-1,424	,178
	Quarter 3 (dummy)	,538	,130	,300	4,153	,001
	Quarter 4 (dummy)	,416	,175	,232	2,371	,034
	Year 2014 (dummy)	,369	,564	,222	,655	,524
	Year 2015 (dummy)	,994	,837	,598	1,188	,256
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	-,247	-,247	,809	-,071
	Ipad / Tablet (% of times used in calls)	,023	,311	,761	,089
	Printed material (% of times used in calls)	-,006	-,120	,907	-,034
	Quarter 2 (dummy)	-,001	-,009	,993	-,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,166
	Printed material (% of times used in calls)	,351
	Quarter 2 (dummy)	,072

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,989	,975	,129501615	,989	69,112
2	,995	,989	,961	,159655833	,000	,042

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	14	,000
2	5	9	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,863	18	1,159	69,112	,000
	Residual	,235	14	,017		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	41,355	39,382		1,050	,311
	Ln Sales in DDDs lagged one period	-,092	,045	-,261	-2,050	,060
	Ln Sales in DDDs lagged two periods	-,079	,037	-,299	-2,116	,053
	Ln Detailing flow (calls)	,519	,162	,282	3,214	,006
	Ln Journal advertising flow	-,007	,009	-,034	-,765	,457
	Ln Mailing flow	,019	,020	,038	,947	,360
	Ln Detailing stock (calls)	1,917	,492	,828	3,897	,002
	Ln Other marketing expenditures stock	-,063	,100	-,055	-,630	,539

	Ln Competitive global marketing expenditures stock	,731	,310	,276	2,362	,033
	Ln Average competitors price per DDD	-310,008	203,894	-,270	-1,520	,151
	Drug age	,143	,043	1,706	3,346	,005
	Laptop based materials (% of times used in calls)	1,346	1,594	,035	,844	,413
	Very useful (% of calls)	,330	,537	,034	,614	,549
	Increase / Will begin to prescribe (% of calls)	-,518	,598	-,073	-,865	,402
	Ln Avg number of products presented during the calls	-,857	,599	-,108	-1,431	,174
	Quarter 3 (dummy)	,524	,119	,292	4,397	,001
	Quarter 4 (dummy)	,409	,169	,228	2,423	,030
	Year 2014 (dummy)	,291	,501	,175	,581	,570
	Year 2015 (dummy)	,873	,737	,525	1,184	,256
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,028	-,349	,733	-,096
	Drug age^2	-,233	-,241	,813	-,067

	Ipad / Tablet (% of times used in calls)	,000	-,003	,997	-,001
	Printed material (% of times used in calls)	,001	,015	,988	,004
	Quarter 2 (dummy)	-,001	-,011	,991	-,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,129
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,313
	Printed material (% of times used in calls)	,408
	Quarter 2 (dummy)	,072

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,994	,989	,976	,126610294	,989	76,537
2	,995	,989	,961	,159655833	,001	,072

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	15	,000
2	6	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,857	17	1,227	76,537	,000
	Residual	,240	15	,016		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	60,479	21,148		2,860	,012
	Ln Sales in DDDs lagged one period	-,102	,041	-,288	-2,486	,025
	Ln Sales in DDDs lagged two periods	-,078	,036	-,295	-2,138	,049
	Ln Detailing flow (calls)	,524	,158	,284	3,320	,005
	Ln Journal advertising flow	-,006	,009	-,032	-,738	,472
	Ln Mailing flow	,020	,020	,039	,999	,333
	Ln Detailing stock (calls)	1,943	,479	,840	4,057	,001
	Ln Other marketing expenditures stock	-,056	,097	-,049	-,578	,572
	Ln Competitive global marketing expenditures stock	,745	,302	,281	2,469	,026
	Ln Average competitors price per DDD	-411,691	102,323	-,359	-4,023	,001
	Drug age	,164	,023	1,954	7,190	,000
	Laptop based materials (% of times used in calls)	1,640	1,478	,042	1,109	,285
	Very useful (% of calls)	,400	,511	,041	,781	,447
	Increase / Will begin to prescribe (% of calls)	-,463	,578	-,065	-,801	,436
	Ln Avg number of products presented during the calls	-,713	,533	-,090	-1,337	,201
	Quarter 3 (dummy)	,494	,105	,275	4,690	,000
	Quarter 4 (dummy)	,360	,143	,200	2,516	,024
	Year 2015 (dummy)	,475	,267	,286	1,779	,096
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Drug age^2	,000	,002	-,282	-,211	,838

	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,007	-,098	,924	-,026
	Drug age^2	-,090	-,099	,923	-,026
	Ipad / Tablet (% of times used in calls)	-,007	-,133	,896	-,036
	Printed material (% of times used in calls)	-,007	-,154	,880	-,041
	Quarter 2 (dummy)	-,030	-,368	,718	-,098
	Year 2014 (dummy)	,175	,581	,570	,153

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,153
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,330
	Printed material (% of times used in calls)	,447
	Quarter 2 (dummy)	,117
	Year 2014 (dummy)	,009

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,994	,988	,977	,123948931	,988	84,829
2	,995	,989	,961	,159655833	,001	,092

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	16	,000
2	7	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,852	16	1,303	84,829	,000
	Residual	,246	16	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	63,561	20,035		3,172	,006
	Ln Sales in DDDs lagged one period	-,098	,040	-,278	-2,479	,025
	Ln Sales in DDDs lagged two periods	-,071	,034	-,271	-2,104	,052
	Ln Detailing flow (calls)	,529	,154	,287	3,426	,003
	Ln Journal advertising flow	-,006	,009	-,029	-,686	,502
	Ln Mailing flow	,020	,019	,039	1,023	,321
	Ln Detailing stock (calls)	1,797	,399	,777	4,502	,000
	Ln Competitive global marketing expenditures stock	,728	,294	,275	2,476	,025
	Ln Average competitors price per DDD	-424,984	97,612	-,371	-4,354	,000
	Drug age	,167	,022	1,985	7,605	,000
	Laptop based materials (% of times used in calls)	1,738	1,438	,045	1,209	,244
	Very useful (% of calls)	,528	,451	,054	1,171	,259
	Increase / Will begin to prescribe (% of calls)	-,355	,535	-,050	-,663	,517
	Ln Avg number of products presented during the calls	-,556	,449	-,070	-1,238	,233
	Quarter 3 (dummy)	,499	,103	,278	4,850	,000
	Quarter 4 (dummy)	,370	,139	,206	2,667	,017
	Year 2015 (dummy)	,376	,201	,226	1,875	,079
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717

	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,011	-,149	,883	-,038
	Ln Other marketing expenditures stock	-,049	-,578	,572	-,148
	Drug age^2	-,241	-,287	,778	-,074
	Ipad / Tablet (% of times used in calls)	-,008	-,159	,876	-,041
	Printed material (% of times used in calls)	-,004	-,104	,918	-,027
	Quarter 2 (dummy)	-,004	-,050	,960	-,013
	Year 2014 (dummy)	,153	,521	,610	,133

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,154
	Ln Other marketing expenditures stock	,107
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,330
	Printed material (% of times used in calls)	,451
	Quarter 2 (dummy)	,154
	Year 2014 (dummy)	,009

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,988	,977	,121889382	,988	93,537
2	,995	,989	,961	,159655833	,001	,114

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	17	,000
2	8	9	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,845	15	1,390	93,537	,000
	Residual	,253	17	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	66,704	19,143		3,485	,003
	Ln Sales in DDDs lagged one period	-,100	,039	-,283	-2,568	,020
	Ln Sales in DDDs lagged two periods	-,065	,032	-,249	-2,036	,058
	Ln Detailing flow (calls)	,478	,132	,259	3,630	,002
	Ln Journal advertising flow	-,005	,008	-,026	-,628	,539
	Ln Mailing flow	,020	,019	,039	1,036	,315
	Ln Detailing stock (calls)	1,783	,392	,771	4,548	,000
	Ln Competitive global marketing expenditures stock	,644	,261	,243	2,467	,025
	Ln Average competitors price per DDD	-434,129	95,027	-,379	-4,568	,000
	Drug age	,166	,022	1,978	7,712	,000
	Laptop based materials (% of times used in calls)	1,398	1,321	,036	1,058	,305
	Very useful (% of calls)	,675	,386	,070	1,750	,098
	Ln Avg number of products presented during the calls	-,498	,433	-,063	-1,150	,266
	Quarter 3 (dummy)	,482	,098	,268	4,922	,000
	Quarter 4 (dummy)	,371	,137	,207	2,716	,015
	Year 2015 (dummy)	,350	,193	,211	1,811	,088
2	(Constant)	11,758	86,097		,137	,894

	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,008	,126	,901	,031
	Ln Other marketing expenditures stock	-,027	-,342	,737	-,085
	Drug age^2	-,231	-,280	,783	-,070
	Ipad / Tablet (% of times used in calls)	-,003	-,066	,948	-,017
	Printed material (% of times used in calls)	-,002	-,039	,969	-,010
	Increase / Will begin to prescribe (% of calls)	-,050	-,663	,517	-,164
	Quarter 2 (dummy)	,006	,091	,929	,023
	Year 2014 (dummy)	,126	,441	,665	,110

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,184
	Ln Other marketing expenditures stock	,119
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,337
	Printed material (% of times used in calls)	,456

	Increase / Will begin to prescribe (% of calls)	,129
	Quarter 2 (dummy)	,161
	Year 2014 (dummy)	,009

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 4 (dummy), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age	.
2	Printed material (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,988	,978	,119819710	,988	103,682
2	,995	,989	,961	,159655833	,001	,126

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	18	,000
2	9	9	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,839	14	1,489	103,682	,000
	Residual	,258	18	,014		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	65,216	18,673		3,493	,003
	Ln Sales in DDDs lagged one period	-,092	,036	-,261	-2,541	,020
	Ln Sales in DDDs lagged two periods	-,055	,027	-,211	-2,022	,058
	Ln Detailing flow (calls)	,442	,117	,240	3,785	,001
	Ln Mailing flow	,025	,017	,050	1,495	,152

	Ln Detailing stock (calls)	1,671	,343	,722	4,870	,000
	Ln Competitive global marketing expenditures stock	,679	,250	,256	2,716	,014
	Ln Average competitors price per DDD	-423,108	91,805	-,369	-4,609	,000
	Drug age	,163	,020	1,937	7,938	,000
	Laptop based materials (% of times used in calls)	1,220	1,268	,031	,962	,349
	Very useful (% of calls)	,709	,376	,073	1,888	,075
	Ln Avg number of products presented during the calls	-,611	,387	-,077	-1,580	,131
	Quarter 3 (dummy)	,477	,096	,266	4,974	,000
	Quarter 4 (dummy)	,358	,133	,200	2,698	,015
	Year 2015 (dummy)	,318	,183	,191	1,735	,100
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,026	-,628	,539	-,150
	Ln Competitive global marketing expenditures flow	,002	,036	,972	,009
	Ln Other marketing expenditures stock	-,023	-,296	,771	-,072
	Drug age^2	-,363	-,476	,640	-,115

	Ipad / Tablet (% of times used in calls)	-,011	-,250	,805	-,061
	Printed material (% of times used in calls)	,005	,144	,887	,035
	Increase / Will begin to prescribe (% of calls)	-,044	-,601	,556	-,144
	Quarter 2 (dummy)	,008	,120	,906	,029
	Year 2014 (dummy)	,117	,418	,681	,101

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,405
	Ln Competitive global marketing expenditures flow	,188
	Ln Other marketing expenditures stock	,120
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,370
	Printed material (% of times used in calls)	,499
	Increase / Will begin to prescribe (% of calls)	,131
	Quarter 2 (dummy)	,161
	Year 2014 (dummy)	,009

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,994	,987	,978	,119583337	,987	112,027
2	,995	,989	,961	,159655833	,002	,166

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	19	,000
2	10	9	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,826	13	1,602	112,027	,000
	Residual	,272	19	,014		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	57,529	16,843		3,416	,003
	Ln Sales in DDDs lagged one period	-,090	,036	-,254	-2,478	,023
	Ln Sales in DDDs lagged two periods	-,057	,027	-,216	-2,077	,052
	Ln Detailing flow (calls)	,449	,116	,244	3,856	,001
	Ln Mailing flow	,025	,017	,050	1,514	,146
	Ln Detailing stock (calls)	1,680	,342	,726	4,907	,000
	Ln Competitive global marketing expenditures stock	,688	,250	,260	2,759	,012
	Ln Average competitors price per DDD	-384,998	82,651	-,336	-4,658	,000
	Drug age	,165	,020	1,961	8,093	,000
	Very useful (% of calls)	,626	,365	,064	1,715	,103
	Ln Avg number of products presented during the calls	-,724	,368	-,091	-1,967	,064
	Quarter 3 (dummy)	,452	,092	,252	4,910	,000
	Quarter 4 (dummy)	,300	,118	,167	2,544	,020
	Year 2015 (dummy)	,269	,176	,162	1,531	,142
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838

	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,017	-,408	,688	-,096
	Ln Competitive global marketing expenditures flow	,004	,061	,952	,014
	Ln Other marketing expenditures stock	-,039	-,529	,603	-,124
	Drug age^2	-,393	-,518	,611	-,121
	Ipad / Tablet (% of times used in calls)	-,005	-,119	,907	-,028
	Laptop based materials (% of times used in calls)	,031	,962	,349	,221
	Printed material (% of times used in calls)	-,004	-,114	,911	-,027
	Increase / Will begin to prescribe (% of calls)	-,017	-,240	,813	-,057
	Quarter 2 (dummy)	,016	,236	,816	,056
	Year 2014 (dummy)	,193	,752	,462	,175

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,425
	Ln Competitive global marketing expenditures flow	,188
	Ln Other marketing expenditures stock	,129
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,377
	Laptop based materials (% of times used in calls)	,642
	Printed material (% of times used in calls)	,538
	Increase / Will begin to prescribe (% of calls)	,148
	Quarter 2 (dummy)	,164
	Year 2014 (dummy)	,011

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age
2	Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,993	,986	,977	,123386751	,986	113,817
2	,995	,989	,961	,159655833	,004	,268

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	20	,000
2	11	9	,978

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,793	12	1,733	113,817	,000
	Residual	,304	20	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	50,069	16,618		3,013	,007
	Ln Sales in DDDs lagged one period	-,102	,036	-,287	-2,786	,011
	Ln Sales in DDDs lagged two periods	-,062	,028	-,237	-2,227	,038
	Ln Detailing flow (calls)	,412	,118	,224	3,508	,002
	Ln Detailing stock (calls)	1,816	,341	,785	5,330	,000
	Ln Competitive global marketing expenditures stock	,577	,246	,218	2,345	,029
	Ln Average competitors price per DDD	-343,292	80,404	-,299	-4,270	,000
	Drug age	,167	,021	1,988	7,971	,000
	Very useful (% of calls)	,682	,375	,070	1,820	,084
	Ln Avg number of products presented during the calls	-,650	,376	-,082	-1,726	,100
	Quarter 3 (dummy)	,394	,086	,220	4,559	,000
	Quarter 4 (dummy)	,230	,112	,128	2,057	,053
	Year 2015 (dummy)	,213	,177	,128	1,201	,244
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133

	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,037	-1,002	,329	-,224
	Ln Mailing flow	,050	1,514	,146	,328
	Ln Competitive global marketing expenditures flow	,005	,076	,940	,017
	Ln Other marketing expenditures stock	-,036	-,471	,643	-,107
	Drug age^2	-,561	-,733	,473	-,166
	Ipad / Tablet (% of times used in calls)	-,003	-,066	,948	-,015
	Laptop based materials (% of times used in calls)	,032	,956	,351	,214
	Printed material (% of times used in calls)	-,012	-,311	,759	-,071
	Increase / Will begin to prescribe (% of calls)	-,010	-,140	,890	-,032
	Quarter 2 (dummy)	,049	,791	,439	,179
	Year 2014 (dummy)	,206	,779	,446	,176

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,524
	Ln Mailing flow	,618
	Ln Competitive global marketing expenditures flow	,188
	Ln Other marketing expenditures stock	,129
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,378

	Laptop based materials (% of times used in calls)	,643
	Printed material (% of times used in calls)	,549
	Increase / Will begin to prescribe (% of calls)	,149
	Quarter 2 (dummy)	,195
	Year 2014 (dummy)	,011

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age
2	Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,992	,985	,976	,124680024	,985	121,473
2	,995	,989	,961	,159655833	,005	,317

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	11	21	,000
2	12	9	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,771	11	1,888	121,473	,000
	Residual	,326	21	,016		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	34,458	10,463		3,293	,003
	Ln Sales in DDDs lagged one period	-,108	,037	-,304	-2,947	,008
	Ln Sales in DDDs lagged two periods	-,067	,028	-,256	-2,407	,025
	Ln Detailing flow (calls)	,416	,119	,226	3,506	,002

	Ln Detailing stock (calls)	1,888	,339	,816	5,571	,000
	Ln Competitive global marketing expenditures stock	,518	,244	,195	2,125	,046
	Ln Average competitors price per DDD	-263,319	45,541	-,230	-5,782	,000
	Drug age	,175	,020	2,084	8,734	,000
	Very useful (% of calls)	,629	,376	,065	1,674	,109
	Ln Avg number of products presented during the calls	-,614	,379	-,078	-1,620	,120
	Quarter 3 (dummy)	,328	,068	,183	4,860	,000
	Quarter 4 (dummy)	,122	,067	,068	1,828	,082
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,022	-,606	,551	-,134
	Ln Mailing flow	,039	1,179	,252	,255
	Ln Competitive global marketing expenditures flow	,018	,290	,775	,065
	Ln Other marketing expenditures stock	,023	,390	,700	,087
	Drug age^2	-,046	-,067	,947	-,015
	Ipad / Tablet (% of times used in calls)	,000	-,006	,995	-,001

	Laptop based materials (% of times used in calls)	,018	,560	,582	,124
	Printed material (% of times used in calls)	-,021	-,582	,567	-,129
	Increase / Will begin to prescribe (% of calls)	-,005	-,072	,944	-,016
	Quarter 2 (dummy)	-,015	-,353	,727	-,079
	Year 2014 (dummy)	-,070	-,910	,373	-,199
	Year 2015 (dummy)	,128	1,201	,244	,259

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,569
	Ln Mailing flow	,647
	Ln Competitive global marketing expenditures flow	,195
	Ln Other marketing expenditures stock	,219
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,379
	Laptop based materials (% of times used in calls)	,700
	Printed material (% of times used in calls)	,582
	Increase / Will begin to prescribe (% of calls)	,149
	Quarter 2 (dummy)	,439
	Year 2014 (dummy)	,127
	Year 2015 (dummy)	,063

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age
2	Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,991	,983	,975	,129196916	,983	124,196
2	,995	,989	,961	,159655833	,007	,416

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	22	,000
2	13	9	,927

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,731	10	2,073	124,196	,000
	Residual	,367	22	,017		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	39,973	10,251		3,899	,001
	Ln Sales in DDDs lagged one period	-,111	,038	-,313	-2,927	,008
	Ln Sales in DDDs lagged two periods	-,059	,028	-,224	-2,068	,051
	Ln Detailing flow (calls)	,398	,122	,216	3,249	,004
	Ln Detailing stock (calls)	1,837	,350	,794	5,253	,000
	Ln Competitive global marketing expenditures stock	,330	,222	,124	1,486	,151
	Ln Average competitors price per DDD	-275,542	46,538	-,240	-5,921	,000
	Drug age	,163	,019	1,942	8,446	,000
	Very useful (% of calls)	,745	,382	,077	1,950	,064
	Quarter 3 (dummy)	,297	,067	,166	4,428	,000
	Quarter 4 (dummy)	,149	,067	,083	2,229	,036
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979

	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,037	-1,041	,310	-,221
	Ln Mailing flow	,033	,939	,359	,201
	Ln Competitive global marketing expenditures flow	,027	,412	,685	,089
	Ln Other marketing expenditures stock	,050	,879	,389	,188
	Drug age^2	-,015	-,022	,983	-,005
	Ipad / Tablet (% of times used in calls)	-,019	-,435	,668	-,094
	Laptop based materials (% of times used in calls)	,032	1,010	,324	,215
	Printed material (% of times used in calls)	-,025	-,664	,514	-,143
	Increase / Will begin to prescribe (% of calls)	,032	,456	,653	,099
	Ln Avg number of products presented during the calls	-,078	-1,620	,120	-,333
	Quarter 2 (dummy)	-,016	-,373	,713	-,081
	Year 2014 (dummy)	-,073	-,927	,365	-,198
	Year 2015 (dummy)	,114	1,021	,319	,217

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,627
	Ln Mailing flow	,656
	Ln Competitive global marketing expenditures flow	,196
	Ln Other marketing expenditures stock	,246
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,411
	Laptop based materials (% of times used in calls)	,775
	Printed material (% of times used in calls)	,585
	Increase / Will begin to prescribe (% of calls)	,169
	Ln Avg number of products presented during the calls	,321
	Quarter 2 (dummy)	,440
	Year 2014 (dummy)	,128
	Year 2015 (dummy)	,064

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age
2	Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,981	,973	,132549137	,981	130,871
2	,995	,989	,961	,159655833	,008	,490

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	23	,000
2	14	9	,889

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,694	9	2,299	130,871	,000
	Residual	,404	23	,018		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	45,275	9,860		4,592	,000
	Ln Sales in DDDs lagged one period	-,106	,039	-,300	-2,745	,012
	Ln Sales in DDDs lagged two periods	-,054	,029	-,205	-1,863	,075
	Ln Detailing flow (calls)	,316	,112	,171	2,816	,010
	Ln Detailing stock (calls)	1,798	,358	,777	5,027	,000
	Ln Average competitors price per DDD	-273,138	47,717	-,238	-5,724	,000
	Drug age	,148	,017	1,764	8,761	,000
	Very useful (% of calls)	,786	,391	,081	2,009	,056
	Quarter 3 (dummy)	,284	,068	,158	4,160	,000
	Quarter 4 (dummy)	,166	,067	,092	2,464	,022
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697

	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,035	-,964	,345	-,201
	Ln Mailing flow	,019	,550	,588	,117
	Ln Competitive global marketing expenditures flow	,062	1,155	,261	,239
	Ln Other marketing expenditures stock	,017	,309	,760	,066
	Ln Competitive global marketing expenditures stock	,124	1,486	,151	,302
	Drug age^2	,485	,847	,406	,178
	Ipad / Tablet (% of times used in calls)	,004	,085	,933	,018
	Laptop based materials (% of times used in calls)	,029	,877	,390	,184
	Printed material (% of times used in calls)	-,014	-,379	,708	-,081
	Increase / Will begin to prescribe (% of calls)	,060	,894	,381	,187
	Ln Avg number of products presented during the calls	-,029	-,642	,528	-,136
	Quarter 2 (dummy)	-,016	-,363	,720	-,077
	Year 2014 (dummy)	-,036	-,457	,652	-,097
	Year 2015 (dummy)	,079	,698	,493	,147

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,627
	Ln Mailing flow	,693
	Ln Competitive global marketing expenditures flow	,285
	Ln Other marketing expenditures stock	,279
	Ln Competitive global marketing expenditures stock	,113
	Drug age^2	,003

	Ipad / Tablet (% of times used in calls)	,465
	Laptop based materials (% of times used in calls)	,779
	Printed material (% of times used in calls)	,604
	Increase / Will begin to prescribe (% of calls)	,189
	Ln Avg number of products presented during the calls	,415
	Quarter 2 (dummy)	,440
	Year 2014 (dummy)	,138
	Year 2015 (dummy)	,066

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age
2	Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,978	,971	,139202508	,978	133,099
2	,995	,989	,961	,159655833	,011	,616

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	24	,000
2	15	9	,804

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,633	8	2,579	133,099	,000
	Residual	,465	24	,019		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	49,327	10,100		4,884	,000
	Ln Sales in DDDs lagged one period	-,071	,035	-,200	-1,999	,057

	Ln Detailing flow (calls)	,255	,113	,139	2,267	,033
	Ln Detailing stock (calls)	1,251	,215	,541	5,828	,000
	Ln Average competitors price per DDD	-269,267	50,064	-,235	-5,378	,000
	Drug age	,123	,011	1,469	11,251	,000
	Very useful (% of calls)	,959	,399	,099	2,403	,024
	Quarter 3 (dummy)	,240	,067	,134	3,569	,002
	Quarter 4 (dummy)	,164	,071	,092	2,324	,029
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,205	-1,863	,075	-,362
	Ln Journal advertising flow	,001	,023	,982	,005
	Ln Mailing flow	,028	,778	,445	,160
	Ln Competitive global marketing expenditures flow	,057	1,002	,327	,205
	Ln Other marketing expenditures stock	,037	,651	,521	,135
	Ln Competitive global marketing expenditures stock	,105	1,177	,251	,238
	Drug age^2	,067	,117	,908	,024
	Ipad / Tablet (% of times used in calls)	,010	,218	,829	,046

	Laptop based materials (% of times used in calls)	,026	,755	,458	,156
	Printed material (% of times used in calls)	-,017	-,422	,677	-,088
	Increase / Will begin to prescribe (% of calls)	,075	1,093	,286	,222
	Ln Avg number of products presented during the calls	-,019	-,409	,686	-,085
	Quarter 2 (dummy)	-,017	-,372	,714	-,077
	Year 2014 (dummy)	-,056	-,689	,498	-,142
	Year 2015 (dummy)	,114	,986	,335	,201

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,068
	Ln Journal advertising flow	,806
	Ln Mailing flow	,707
	Ln Competitive global marketing expenditures flow	,285
	Ln Other marketing expenditures stock	,291
	Ln Competitive global marketing expenditures stock	,114
	Drug age^2	,003
	Ipad / Tablet (% of times used in calls)	,468
	Laptop based materials (% of times used in calls)	,780
	Printed material (% of times used in calls)	,605
	Increase / Will begin to prescribe (% of calls)	,192
	Ln Avg number of products presented during the calls	,420
	Quarter 2 (dummy)	,440
	Year 2014 (dummy)	,141
	Year 2015 (dummy)	,068

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Drug age
2	Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Mailing flow, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,987	,974	,967	,147309804	,974	135,321
2	,995	,989	,961	,159655833	,015	,768

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	7	25	,000
2	16	9	,691

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,555	7	2,936	135,321	,000
	Residual	,543	25	,022		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	51,734	10,612		4,875	,000
	Ln Detailing flow (calls)	,199	,115	,108	1,721	,098
	Ln Detailing stock (calls)	,858	,091	,371	9,388	,000
	Ln Average competitors price per DDD	-262,965	52,875	-,229	-4,973	,000
	Drug age	,105	,006	1,245	17,522	,000
	Very useful (% of calls)	,712	,402	,073	1,772	,089
	Quarter 3 (dummy)	,221	,070	,123	3,132	,004
	Quarter 4 (dummy)	,180	,074	,100	2,411	,024
2	(Constant)	11,758	86,097		,137	,894
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,200	-1,999	,057	-,378
	Ln Sales in DDDs lagged two periods	-,056	-,518	,609	-,105
	Ln Journal advertising flow	-,004	-,112	,912	-,023
	Ln Mailing flow	,038	,999	,328	,200
	Ln Competitive global marketing expenditures flow	,076	1,316	,200	,259
	Ln Other marketing expenditures stock	,053	,899	,377	,181
	Ln Competitive global marketing expenditures stock	,100	1,054	,302	,210
	Drug age^2	-,371	-,685	,500	-,138
	Ipad / Tablet (% of times used in calls)	,014	,296	,770	,060
	Laptop based materials (% of times used in calls)	,021	,570	,574	,116
	Printed material (% of times used in calls)	-,033	-,802	,430	-,162
	Increase / Will begin to prescribe (% of calls)	,047	,641	,528	,130
	Ln Avg number of products presented during the calls	-,033	-,676	,505	-,137
	Quarter 2 (dummy)	-,029	-,591	,560	-,120
	Year 2014 (dummy)	-,050	-,581	,566	-,118
	Year 2015 (dummy)	,128	1,049	,305	,209

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,092
	Ln Sales in DDDs lagged two periods	,090
	Ln Journal advertising flow	,810
	Ln Mailing flow	,722
	Ln Competitive global marketing expenditures flow	,297
	Ln Other marketing expenditures stock	,298
	Ln Competitive global marketing expenditures stock	,114
	Drug age^2	,004
	Ipad / Tablet (% of times used in calls)	,469
	Laptop based materials (% of times used in calls)	,785
	Printed material (% of times used in calls)	,635
	Increase / Will begin to prescribe (% of calls)	,200
	Ln Avg number of products presented during the calls	,431
	Quarter 2 (dummy)	,447
	Year 2014 (dummy)	,142
	Year 2015 (dummy)	,069

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Quarter 3 (dummy), Ln Average competitors price per DDD, Drug age
2	Ln Journal advertising flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,986	,971	,965	,152770735	,971	146,330
2	,995	,989	,961	,159655833	,018	,871

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	26	,000
2	17	9	,616

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,491	6	3,415	146,330	,000
	Residual	,607	26	,023		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	52,811	10,986		4,807	,000
	Ln Detailing stock (calls)	,860	,095	,372	9,070	,000
	Ln Average competitors price per DDD	-259,534	54,796	-,226	-4,736	,000
	Drug age	,097	,004	1,154	23,387	,000
	Very useful (% of calls)	,743	,416	,077	1,787	,086
	Quarter 3 (dummy)	,193	,071	,107	2,711	,012
	Quarter 4 (dummy)	,181	,077	,101	2,349	,027
2	(Constant)	11,758	86,097		,137	,894
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247

	Very useful (% of calls)	,338	,843	,035	,401	,697
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,143	-1,367	,184	-,264
	Ln Sales in DDDs lagged two periods	-,029	-,264	,794	-,053
	Ln Detailing flow (calls)	,108	1,721	,098	,326
	Ln Journal advertising flow	,018	,529	,601	,105
	Ln Mailing flow	,024	,627	,536	,124
	Ln Competitive global marketing expenditures flow	,101	1,890	,070	,354
	Ln Other marketing expenditures stock	,032	,524	,605	,104
	Ln Competitive global marketing expenditures stock	,015	,162	,873	,032
	Drug age^2	-,558	-1,034	,311	-,202
	Ipad / Tablet (% of times used in calls)	-,001	-,012	,990	-,002
	Laptop based materials (% of times used in calls)	,026	,692	,495	,137
	Printed material (% of times used in calls)	,005	,140	,890	,028
	Increase / Will begin to prescribe (% of calls)	,082	1,198	,242	,233
	Ln Avg number of products presented during the calls	-,045	-,892	,381	-,176
	Quarter 2 (dummy)	-,027	-,529	,601	-,105
	Year 2014 (dummy)	-,063	-,705	,488	-,140
	Year 2015 (dummy)	,142	1,127	,271	,220

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,098
	Ln Sales in DDDs lagged two periods	,092
	Ln Detailing flow (calls)	,262
	Ln Journal advertising flow	,951
	Ln Mailing flow	,748
	Ln Competitive global marketing expenditures flow	,351
	Ln Other marketing expenditures stock	,310
	Ln Competitive global marketing expenditures stock	,143
	Drug age^2	,004
	Ipad / Tablet (% of times used in calls)	,484
	Laptop based materials (% of times used in calls)	,791
	Printed material (% of times used in calls)	,840
	Increase / Will begin to prescribe (% of calls)	,230
	Ln Avg number of products presented during the calls	,440
	Quarter 2 (dummy)	,447
	Year 2014 (dummy)	,143
	Year 2015 (dummy)	,069

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Detailing stock (calls), Quarter 3 (dummy), Drug age, Ln Average competitors price per DDD
2	Ln Journal advertising flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,984	,968	,962	,158850790	,968	161,821
2	,995	,989	,961	,159655833	,021	,985

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	5	27	,000
2	18	9	,536

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,417	5	4,083	161,821	,000
	Residual	,681	27	,025		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	47,558	11,007		4,321
	Ln Detailing stock (calls)	,827	,097	,357	8,552
	Ln Average competitors price per DDD	-229,155	54,164	-,200	-4,231
	Drug age	,092	,003	1,099	27,335
	Quarter 3 (dummy)	,175	,073	,097	2,389
	Quarter 4 (dummy)	,176	,080	,098	2,197

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing stock (calls)	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Quarter 3 (dummy)	,024
	Quarter 4 (dummy)	,037

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,073	-,688	,497	-,134
	Ln Sales in DDDs lagged two periods	-,090	-,840	,408	-,163
	Ln Detailing flow (calls)	,113	1,734	,095	,322
	Ln Journal advertising flow	,012	,323	,749	,063
	Ln Mailing flow	,029	,725	,475	,141
	Ln Competitive global marketing expenditures flow	,098	1,749	,092	,325
	Ln Other marketing expenditures stock	,007	,108	,915	,021
	Ln Competitive global marketing expenditures stock	,019	,206	,838	,040
	Drug age^2	-,307	-,555	,584	-,108
	Ipad / Tablet (% of times used in calls)	-,008	-,159	,875	-,031
	Laptop based materials (% of times used in calls)	,017	,446	,659	,087
	Printed material (% of times used in calls)	,013	,335	,740	,066
	Very useful (% of calls)	,077	1,787	,086	,331
	Increase / Will begin to prescribe (% of calls)	,033	,484	,633	,094

	Ln Avg number of products presented during the calls	-,051	-,983	,334	-,189
	Quarter 2 (dummy)	-,020	-,378	,708	-,074
	Year 2014 (dummy)	-,047	-,510	,614	-,100
	Year 2015 (dummy)	,112	,853	,402	,165

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,109
	Ln Sales in DDDs lagged two periods	,105
	Ln Detailing flow (calls)	,263
	Ln Journal advertising flow	,962
	Ln Mailing flow	,752
	Ln Competitive global marketing expenditures flow	,351
	Ln Other marketing expenditures stock	,326
	Ln Competitive global marketing expenditures stock	,143
	Drug age^2	,004
	Ipad / Tablet (% of times used in calls)	,488
	Laptop based materials (% of times used in calls)	,803
	Printed material (% of times used in calls)	,852
	Very useful (% of calls)	,602
	Increase / Will begin to prescribe (% of calls)	,260
	Ln Avg number of products presented during the calls	,443
	Quarter 2 (dummy)	,450
	Year 2014 (dummy)	,144
	Year 2015 (dummy)	,070

8.10. Product PA5

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,784	,614	,136	,054884793	,614	1,285

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,281

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391

	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,784	,614	,175	,053624869	,614	1,400
2	,784	,614	,136	,054884793	,000	,002

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,214
2	1	21	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	25	,004	1,400	,214
	Residual	,063	22	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,019	7,082		2,121	,045
	Ln Sales in DDDs lagged one period	-,474	,221	-,462	-2,150	,043
	Ln Sales in DDDs lagged two periods	-,081	,255	-,081	-,318	,753
	Ln Detailing flow (calls)	,342	,445	1,915	,770	,450
	Ln Journal advertising flow	,003	,003	,207	,885	,386
	Ln Mailing flow	-,002	,004	-,086	-,457	,652
	Ln Competitive global marketing expenditures flow	,022	,073	,090	,302	,765
	Ln Detailing stock (calls)	,100	,143	,288	,697	,493
	Ln Other marketing expenditures stock	-,027	,019	-,281	-1,394	,177
	Ln Competitive global marketing expenditures stock	,276	,306	,800	,903	,376
	Ln Average drug price per DDD	-1,634	12,258	-,679	-,133	,895
	Ln Average competitors price per DDD	2,647	4,496	1,300	,589	,562
	Drug age	-,002	,020	-,435	-,094	,926
	Drug age^2	-9,878E-5	,000	-2,430	-,615	,545
	Ln Drug price x Ln Detailing flow	-,979	1,532	-2,828	-,639	,530
	Laptop based materials (% of times used in calls)	,182	,300	,122	,605	,552
	Printed material (% of times used in calls)	-,010	,088	-,029	-,117	,908
	Very useful (% of calls)	,026	,108	,045	,243	,810
	Increase / Will begin to prescribe (% of calls)	-,012	,086	-,025	-,140	,890
	Ln Avg number of products presented during the calls	-,050	,118	-,087	-,424	,676
	Quarter 2 (dummy)	,069	,063	,514	1,103	,282
	Quarter 3 (dummy)	,162	,097	1,204	1,682	,107
	Quarter 4 (dummy)	,190	,132	1,408	1,435	,165
	Year 2013 (dummy)	,148	,177	1,099	,836	,412
	Year 2014 (dummy)	,103	,351	,767	,295	,771
	Year 2015 (dummy)	,295	,494	2,188	,598	,556
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397

	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,006	,039	,969	,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,706

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,783	,614	,211	,052456610	,614	1,523
2	,784	,614	,136	,054884793	,000	,005

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,158
2	2	21	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	24	,004	1,523	,158
	Residual	,063	23	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,932	6,867		2,175	,040
	Ln Sales in DDDs lagged one period	-,472	,215	-,460	-2,199	,038
	Ln Sales in DDDs lagged two periods	-,087	,241	-,087	-,362	,721
	Ln Detailing flow (calls)	,345	,434	1,932	,795	,434
	Ln Journal advertising flow	,003	,003	,205	,900	,378
	Ln Mailing flow	-,002	,004	-,092	-,532	,600
	Ln Competitive global marketing expenditures flow	,023	,071	,095	,329	,745
	Ln Detailing stock (calls)	,101	,139	,292	,726	,475
	Ln Other marketing expenditures stock	-,027	,018	-,288	-1,543	,137
	Ln Competitive global marketing expenditures stock	,280	,297	,810	,943	,355
	Ln Average drug price per DDD	-1,643	11,991	-,683	-,137	,892
	Ln Average competitors price per DDD	2,720	4,331	1,336	,628	,536
	Drug age^2	,000	,000	-2,685	-,961	,347
	Ln Drug price x Ln Detailing flow	-,987	1,496	-2,851	-,660	,516
	Laptop based materials (% of times used in calls)	,181	,294	,122	,617	,543

	Printed material (% of times used in calls)	-,012	,084	-,035	-,145	,886
	Very useful (% of calls)	,023	,101	,041	,231	,819
	Increase / Will begin to prescribe (% of calls)	-,011	,082	-,022	-,128	,899
	Ln Avg number of products presented during the calls	-,049	,115	-,085	-,427	,674
	Quarter 2 (dummy)	,067	,058	,500	1,158	,259
	Quarter 3 (dummy)	,159	,089	1,181	1,793	,086
	Quarter 4 (dummy)	,184	,115	1,365	1,608	,122
	Year 2013 (dummy)	,138	,136	1,022	1,015	,321
	Year 2014 (dummy)	,085	,283	,629	,300	,767
	Year 2015 (dummy)	,270	,407	2,004	,665	,513
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age	-,435	-,094	,926	-,020
	Ipad / Tablet (% of times used in calls)	,003	,022	,983	,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,731

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,783	,614	,243	,051370475	,614	1,657
2	,784	,614	,136	,054884793	,000	,008

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,113
2	3	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	23	,004	1,657	,113
	Residual	,063	24	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14,925	6,724		2,220	,036
	Ln Sales in DDDs lagged one period	-,471	,210	-,459	-2,242	,034
	Ln Sales in DDDs lagged two periods	-,086	,236	-,086	-,365	,719

	Ln Detailing flow (calls)	,350	,423	1,962	,829	,415
	Ln Journal advertising flow	,003	,003	,196	,922	,366
	Ln Mailing flow	-,002	,004	-,092	-,543	,592
	Ln Competitive global marketing expenditures flow	,025	,068	,103	,373	,713
	Ln Detailing stock (calls)	,103	,135	,298	,762	,454
	Ln Other marketing expenditures stock	-,027	,017	-,287	-1,572	,129
	Ln Competitive global marketing expenditures stock	,273	,286	,790	,955	,349
	Ln Average drug price per DDD	-1,486	11,681	-,618	-,127	,900
	Ln Average competitors price per DDD	2,669	4,223	1,311	,632	,533
	Drug age^2	,000	,000	-2,672	-,977	,338
	Ln Drug price x Ln Detailing flow	-1,005	1,459	-2,903	-,689	,498
	Laptop based materials (% of times used in calls)	,184	,287	,124	,640	,528
	Printed material (% of times used in calls)	-,013	,082	-,038	-,164	,871
	Very useful (% of calls)	,021	,097	,036	,214	,832
	Ln Avg number of products presented during the calls	-,050	,112	-,087	-,449	,658
	Quarter 2 (dummy)	,067	,057	,497	1,177	,251
	Quarter 3 (dummy)	,159	,087	1,176	1,826	,080
	Quarter 4 (dummy)	,183	,112	1,355	1,637	,115
	Year 2013 (dummy)	,134	,130	,994	1,033	,312
	Year 2014 (dummy)	,080	,274	,590	,290	,774
	Year 2015 (dummy)	,262	,393	1,941	,666	,512
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115

	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age	-,316	-,071	,944	-,015
	Ipad / Tablet (% of times used in calls)	,003	,019	,985	,004
	Increase / Will begin to prescribe (% of calls)	-,022	-,128	,899	-,027

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,732
	Increase / Will begin to prescribe (% of calls)	,560

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,783	,613	,273	,050349541	,613	1,802
2	,784	,614	,136	,054884793	,001	,010

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,078
2	4	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	22	,005	1,802	,078
	Residual	,063	25	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,797	6,517		2,271	,032
	Ln Sales in DDDs lagged one period	-,475	,204	-,463	-2,329	,028
	Ln Sales in DDDs lagged two periods	-,095	,220	-,095	-,432	,669
	Ln Detailing flow (calls)	,385	,315	2,157	1,222	,233
	Ln Journal advertising flow	,003	,003	,192	,931	,361
	Ln Mailing flow	-,002	,004	-,091	-,548	,588
	Ln Competitive global marketing expenditures flow	,026	,066	,105	,387	,702
	Ln Detailing stock (calls)	,107	,129	,310	,834	,412
	Ln Other marketing expenditures stock	-,027	,017	-,286	-1,599	,122
	Ln Competitive global marketing expenditures stock	,266	,276	,771	,967	,343
	Ln Average competitors price per DDD	2,402	3,594	1,180	,668	,510
	Drug age^2	,000	,000	-2,645	-,990	,332
	Ln Drug price x Ln Detailing flow	-1,129	1,058	-3,263	-1,067	,296
	Laptop based materials (% of times used in calls)	,176	,275	,119	,640	,528
	Printed material (% of times used in calls)	-,019	,070	-,053	-,268	,791
	Very useful (% of calls)	,019	,093	,032	,199	,844
	Ln Avg number of products presented during the calls	-,052	,109	-,090	-,480	,635
	Quarter 2 (dummy)	,067	,056	,499	1,206	,239
	Quarter 3 (dummy)	,159	,085	1,176	1,862	,074
	Quarter 4 (dummy)	,182	,109	1,348	1,665	,108
	Year 2013 (dummy)	,133	,127	,983	1,046	,306
	Year 2014 (dummy)	,092	,252	,679	,363	,719
	Year 2015 (dummy)	,273	,376	2,024	,727	,474
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505

	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-,618	-,127	,900	-,026
	Drug age	-,330	-,076	,940	-,015
	Ipad / Tablet (% of times used in calls)	,008	,055	,957	,011
	Increase / Will begin to prescribe (% of calls)	-,020	-,117	,908	-,024

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,796
	Increase / Will begin to prescribe (% of calls)	,566

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,783	,613	,300	,049410756	,613	1,958
2	,784	,614	,136	,054884793	,001	,014

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,052
2	5	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	21	,005	1,958	,052
	Residual	,063	26	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,930	6,361		2,347	,027
	Ln Sales in DDDs lagged one period	-,476	,200	-,464	-2,381	,025
	Ln Sales in DDDs lagged two periods	-,095	,216	-,094	-,438	,665
	Ln Detailing flow (calls)	,394	,306	2,206	1,286	,210
	Ln Journal advertising flow	,003	,003	,186	,929	,361
	Ln Mailing flow	-,002	,004	-,087	-,540	,594
	Ln Competitive global marketing expenditures flow	,030	,062	,120	,473	,640
	Ln Detailing stock (calls)	,110	,125	,320	,883	,386
	Ln Other marketing expenditures stock	-,028	,016	-,290	-1,671	,107
	Ln Competitive global marketing expenditures stock	,254	,263	,734	,965	,344
	Ln Average competitors price per DDD	2,472	3,510	1,214	,704	,487
	Drug age^2	,000	,000	-2,806	-1,122	,272
	Ln Drug price x Ln Detailing flow	-1,167	1,022	-3,371	-1,141	,264
	Laptop based materials (% of times used in calls)	,178	,270	,120	,660	,515
	Printed material (% of times used in calls)	-,023	,065	-,066	-,357	,724

	Ln Avg number of products presented during the calls	-,053	,107	-,091	-,494	,625
	Quarter 2 (dummy)	,069	,054	,510	1,269	,216
	Quarter 3 (dummy)	,162	,082	1,197	1,962	,061
	Quarter 4 (dummy)	,187	,104	1,387	1,800	,084
	Year 2013 (dummy)	,136	,123	1,010	1,106	,279
	Year 2014 (dummy)	,096	,247	,710	,388	,701
	Year 2015 (dummy)	,285	,364	2,113	,784	,440
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-,435	-,093	,927	-,019
	Drug age	-,095	-,023	,982	-,005
	Ipad / Tablet (% of times used in calls)	,005	,033	,974	,007
	Very useful (% of calls)	,032	,199	,844	,040
	Increase / Will begin to prescribe (% of calls)	-,013	-,081	,936	-,016

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,807
	Very useful (% of calls)	,587
	Increase / Will begin to prescribe (% of calls)	,586

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,782	,611	,322	,048605524	,611	2,118
2	,784	,614	,136	,054884793	,003	,029

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,035
2	6	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	20	,005	2,118	,035
	Residual	,064	27	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,871	5,533		2,507	,019
	Ln Sales in DDDs lagged one period	-,455	,188	-,443	-2,422	,022
	Ln Sales in DDDs lagged two periods	-,069	,201	-,069	-,345	,733
	Ln Detailing flow (calls)	,383	,300	2,144	1,277	,212
	Ln Journal advertising flow	,003	,003	,197	1,016	,319
	Ln Mailing flow	-,002	,004	-,094	-,596	,556
	Ln Competitive global marketing expenditures flow	,030	,061	,122	,488	,630
	Ln Detailing stock (calls)	,088	,106	,254	,828	,415
	Ln Other marketing expenditures stock	-,027	,016	-,287	-1,682	,104
	Ln Competitive global marketing expenditures stock	,293	,234	,849	1,251	,222
	Ln Average competitors price per DDD	2,478	3,453	1,217	,718	,479
	Drug age^2	-9,886E-5	,000	-2,432	-1,089	,286
	Ln Drug price x Ln Detailing flow	-1,123	,998	-3,246	-1,125	,270
	Laptop based materials (% of times used in calls)	,163	,262	,110	,623	,538
	Ln Avg number of products presented during the calls	-,055	,105	-,094	-,519	,608
	Quarter 2 (dummy)	,065	,053	,485	1,246	,224
	Quarter 3 (dummy)	,151	,075	1,118	2,000	,056
	Quarter 4 (dummy)	,175	,097	1,296	1,812	,081
	Year 2013 (dummy)	,132	,121	,980	1,096	,283
	Year 2014 (dummy)	,089	,242	,662	,369	,715
	Year 2015 (dummy)	,265	,354	1,964	,749	,460
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176

	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-1,021	-,252	,803	-,049
	Drug age	-,324	-,081	,936	-,016
	Ipad / Tablet (% of times used in calls)	,004	,032	,975	,006
	Printed material (% of times used in calls)	-,066	-,357	,724	-,070
	Very useful (% of calls)	,046	,306	,762	,060
	Increase / Will begin to prescribe (% of calls)	-,014	-,089	,930	-,017

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,807
	Printed material (% of times used in calls)	,441
	Very useful (% of calls)	,655
	Increase / Will begin to prescribe (% of calls)	,586

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,780	,609	,344	,047834985	,609	2,296
2	,784	,614	,136	,054884793	,005	,038

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,022
2	7	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	19	,005	2,296	,022
	Residual	,064	28	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,527	3,874		3,234	,003
	Ln Sales in DDDs lagged one period	-,430	,171	-,419	-2,516	,018
	Ln Detailing flow (calls)	,390	,294	2,186	1,326	,196
	Ln Journal advertising flow	,003	,002	,226	1,302	,203
	Ln Mailing flow	-,002	,003	-,105	-,698	,491
	Ln Competitive global marketing expenditures flow	,030	,060	,123	,502	,620
	Ln Detailing stock (calls)	,073	,095	,211	,765	,451
	Ln Other marketing expenditures stock	-,029	,015	-,303	-1,871	,072
	Ln Competitive global marketing expenditures stock	,303	,229	,879	1,326	,196
	Ln Average competitors price per DDD	2,755	3,306	1,353	,833	,412
	Drug age^2	,000	,000	-2,662	-1,270	,214
	Ln Drug price x Ln Detailing flow	-1,145	,981	-3,310	-1,168	,253
	Laptop based materials (% of times used in calls)	,172	,257	,116	,671	,508
	Ln Avg number of products presented during the calls	-,055	,104	-,095	-,533	,598
	Quarter 2 (dummy)	,073	,047	,543	1,568	,128
	Quarter 3 (dummy)	,157	,072	1,161	2,164	,039
	Quarter 4 (dummy)	,187	,089	1,382	2,096	,045
	Year 2013 (dummy)	,150	,107	1,114	1,405	,171
	Year 2014 (dummy)	,122	,220	,902	,554	,584
	Year 2015 (dummy)	,315	,317	2,337	,994	,329
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049

	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,069	-,345	,733	-,066
	Ln Average drug price per DDD	-1,184	-,300	,767	-,058
	Drug age	-,615	-,160	,874	-,031
	Ipad / Tablet (% of times used in calls)	,011	,087	,932	,017
	Printed material (% of times used in calls)	-,039	-,229	,821	-,044
	Very useful (% of calls)	,039	,266	,793	,051
	Increase / Will begin to prescribe (% of calls)	-,010	-,062	,951	-,012

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,360
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,828
	Printed material (% of times used in calls)	,494
	Very useful (% of calls)	,665
	Increase / Will begin to prescribe (% of calls)	,590

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,778	,606	,361	,047213768	,606	2,473
2	,784	,614	,136	,054884793	,008	,058

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,014
2	8	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,099	18	,006	2,473	,014
	Residual	,065	29	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,380	3,436		3,894	,001
	Ln Sales in DDDs lagged one period	-,451	,164	-,440	-2,757	,010
	Ln Detailing flow (calls)	,433	,278	2,426	1,559	,130
	Ln Journal advertising flow	,003	,002	,248	1,501	,144
	Ln Mailing flow	-,002	,003	-,112	-,752	,458
	Ln Detailing stock (calls)	,074	,094	,213	,783	,440
	Ln Other marketing expenditures stock	-,029	,015	-,302	-1,893	,068
	Ln Competitive global marketing expenditures stock	,280	,221	,812	1,267	,215
	Ln Average competitors price per DDD	3,181	3,153	1,562	1,009	,321
	Drug age^2	,000	,000	-2,861	-1,408	,170
	Ln Drug price x Ln Detailing flow	-1,267	,938	-3,660	-1,350	,187
	Laptop based materials (% of times used in calls)	,199	,248	,134	,799	,431
	Ln Avg number of products presented during the calls	-,052	,102	-,089	-,506	,617
	Quarter 2 (dummy)	,077	,046	,570	1,688	,102
	Quarter 3 (dummy)	,160	,071	1,187	2,251	,032
	Quarter 4 (dummy)	,189	,088	1,399	2,152	,040
	Year 2013 (dummy)	,157	,105	1,164	1,500	,145
	Year 2014 (dummy)	,109	,215	,809	,507	,616
	Year 2015 (dummy)	,305	,312	2,258	,976	,337
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771

	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,071	-,359	,722	-,068
	Ln Competitive global marketing expenditures flow	,123	,502	,620	,094
	Ln Average drug price per DDD	-1,204	-,309	,760	-,058
	Drug age	-,717	-,190	,851	-,036
	Ipad / Tablet (% of times used in calls)	,009	,069	,945	,013
	Printed material (% of times used in calls)	-,040	-,238	,814	-,045
	Very useful (% of calls)	,055	,397	,694	,075
	Increase / Will begin to prescribe (% of calls)	-,022	-,143	,888	-,027

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,360
	Ln Competitive global marketing expenditures flow	,231
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,829
	Printed material (% of times used in calls)	,494
	Very useful (% of calls)	,719
	Increase / Will begin to prescribe (% of calls)	,606

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,776	,602	,377	,046624366	,602	2,670
2	,784	,614	,136	,054884793	,012	,072

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,009
2	9	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,099	17	,006	2,670	,009
	Residual	,065	30	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,207	3,376		3,911	,000
	Ln Sales in DDDs lagged one period	-,428	,155	-,418	-2,757	,010
	Ln Detailing flow (calls)	,362	,237	2,028	1,529	,137
	Ln Journal advertising flow	,003	,002	,219	1,432	,163
	Ln Mailing flow	-,002	,003	-,106	-,721	,476
	Ln Detailing stock (calls)	,059	,088	,170	,667	,510
	Ln Other marketing expenditures stock	-,028	,015	-,291	-1,865	,072
	Ln Competitive global marketing expenditures stock	,295	,217	,853	1,358	,184
	Ln Average competitors price per DDD	2,308	2,605	1,133	,886	,383
	Drug age^2	-9,841E-5	,000	-2,420	-1,335	,192
	Ln Drug price x Ln Detailing flow	-1,039	,813	-3,002	-1,279	,211
	Laptop based materials (% of times used in calls)	,180	,243	,121	,742	,464
	Quarter 2 (dummy)	,066	,040	,491	1,661	,107
	Quarter 3 (dummy)	,143	,062	1,062	2,310	,028
	Quarter 4 (dummy)	,172	,080	1,272	2,149	,040
	Year 2013 (dummy)	,139	,097	1,027	1,430	,163
	Year 2014 (dummy)	,101	,212	,747	,475	,638
	Year 2015 (dummy)	,284	,306	2,103	,928	,361

2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,072	-,372	,713	-,069
	Ln Competitive global marketing expenditures flow	,114	,471	,641	,087
	Ln Average drug price per DDD	-1,441	-,378	,708	-,070
	Drug age	-,543	-,146	,885	-,027
	Ipad / Tablet (% of times used in calls)	,015	,115	,909	,021
	Printed material (% of times used in calls)	-,043	-,258	,798	-,048
	Very useful (% of calls)	,056	,410	,685	,076
	Increase / Will begin to prescribe (% of calls)	-,026	-,172	,865	-,032
	Ln Avg number of products presented during the calls	-,089	-,506	,617	-,093

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,360
	Ln Competitive global marketing expenditures flow	,233
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,835
	Printed material (% of times used in calls)	,494
	Very useful (% of calls)	,720
	Increase / Will begin to prescribe (% of calls)	,608
	Ln Avg number of products presented during the calls	,439

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,774	,599	,392	,046038594	,599	2,895
2	,784	,614	,136	,054884793	,015	,081

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,005
2	10	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,098	16	,006	2,895	,005
	Residual	,066	31	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13,253	3,333		3,977	,000
	Ln Sales in DDDs lagged one period	-,426	,153	-,415	-2,779	,009
	Ln Detailing flow (calls)	,406	,216	2,272	1,880	,070
	Ln Journal advertising flow	,003	,002	,205	1,384	,176
	Ln Mailing flow	-,002	,003	-,083	-,609	,547
	Ln Detailing stock (calls)	,052	,086	,150	,605	,550
	Ln Other marketing expenditures stock	-,026	,014	-,272	-1,826	,077
	Ln Competitive global marketing expenditures stock	,293	,214	,847	1,368	,181
	Ln Average competitors price per DDD	2,316	2,573	1,137	,900	,375
	Drug age^2	-7,524E-5	,000	-1,851	-1,379	,178
	Ln Drug price x Ln Detailing flow	-1,187	,741	-3,430	-1,602	,119
	Laptop based materials (% of times used in calls)	,157	,235	,106	,670	,508
	Quarter 2 (dummy)	,054	,030	,402	1,781	,085
	Quarter 3 (dummy)	,122	,043	,907	2,835	,008
	Quarter 4 (dummy)	,143	,053	1,062	2,723	,011
	Year 2013 (dummy)	,103	,061	,765	1,680	,103
	Year 2015 (dummy)	,142	,062	1,050	2,275	,030
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969

	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,094	-,532	,598	-,097
	Ln Competitive global marketing expenditures flow	,100	,423	,675	,077
	Ln Average drug price per DDD	-1,835	-,516	,609	-,094
	Drug age	,402	,130	,897	,024
	Ipad / Tablet (% of times used in calls)	,014	,115	,910	,021
	Printed material (% of times used in calls)	-,025	-,154	,879	-,028
	Very useful (% of calls)	,055	,403	,690	,073
	Increase / Will begin to prescribe (% of calls)	-,006	-,040	,968	-,007
	Ln Avg number of products presented during the calls	-,082	-,474	,639	-,086
	Year 2014 (dummy)	,747	,475	,638	,086

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,424
	Ln Competitive global marketing expenditures flow	,235
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,835
	Printed material (% of times used in calls)	,518
	Very useful (% of calls)	,720
	Increase / Will begin to prescribe (% of calls)	,655
	Ln Avg number of products presented during the calls	,441
	Year 2014 (dummy)	,005

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Year 2014 (dummy), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,771	,594	,404	,045579907	,594	3,126
2	,784	,614	,136	,054884793	,020	,097

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,003
2	11	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,097	15	,006	3,126	,003
	Residual	,066	32	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,605	3,124		4,035	,000
	Ln Sales in DDDs lagged one period	-,407	,149	-,397	-2,740	,010
	Ln Detailing flow (calls)	,389	,212	2,178	1,836	,076
	Ln Journal advertising flow	,003	,002	,207	1,414	,167
	Ln Mailing flow	-,002	,003	-,093	-,694	,493
	Ln Other marketing expenditures stock	-,025	,014	-,261	-1,784	,084
	Ln Competitive global marketing expenditures stock	,351	,189	1,017	1,859	,072
	Ln Average competitors price per DDD	2,152	2,533	1,057	,850	,402
	Drug age^2	-6,424E-5	,000	-1,580	-1,261	,216
	Ln Drug price x Ln Detailing flow	-1,148	,731	-3,316	-1,570	,126
	Laptop based materials (% of times used in calls)	,115	,222	,077	,517	,609
	Quarter 2 (dummy)	,052	,030	,383	1,731	,093
	Quarter 3 (dummy)	,113	,040	,836	2,838	,008
	Quarter 4 (dummy)	,137	,051	1,015	2,682	,011
	Year 2013 (dummy)	,105	,061	,782	1,737	,092
	Year 2015 (dummy)	,149	,061	1,101	2,454	,020
2	(Constant)	14,986	7,296		2,054	,053

	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,033	-,209	,836	-,038
	Ln Competitive global marketing expenditures flow	,108	,462	,648	,083
	Ln Detailing stock (calls)	,150	,605	,550	,108
	Ln Average drug price per DDD	-1,341	-,389	,700	-,070
	Drug age	,422	,138	,891	,025
	Ipad / Tablet (% of times used in calls)	,016	,131	,897	,023
	Printed material (% of times used in calls)	,016	,112	,911	,020
	Very useful (% of calls)	,055	,410	,685	,073
	Increase / Will begin to prescribe (% of calls)	-,017	-,124	,902	-,022
	Ln Avg number of products presented during the calls	-,045	-,273	,787	-,049
	Year 2014 (dummy)	,575	,374	,711	,067

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,530
	Ln Competitive global marketing expenditures flow	,236
	Ln Detailing stock (calls)	,209
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,836
	Printed material (% of times used in calls)	,629
	Very useful (% of calls)	,720
	Increase / Will begin to prescribe (% of calls)	,668
	Ln Avg number of products presented during the calls	,486
	Year 2014 (dummy)	,006

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Year 2014 (dummy), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,769	,591	,417	,045071106	,591	3,405
2	,784	,614	,136	,054884793	,023	,104

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,002
2	12	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,097	14	,007	3,405	,002
	Residual	,067	33	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12,214	2,998		4,075	,000
	Ln Sales in DDDs lagged one period	-,388	,143	-,379	-2,726	,010
	Ln Detailing flow (calls)	,368	,206	2,061	1,790	,083
	Ln Journal advertising flow	,003	,002	,194	1,359	,183
	Ln Mailing flow	-,002	,003	-,085	-,646	,523
	Ln Other marketing expenditures stock	-,023	,013	-,244	-1,731	,093
	Ln Competitive global marketing expenditures stock	,367	,184	1,063	1,993	,055
	Ln Average competitors price per DDD	1,860	2,442	,913	,762	,452
	Drug age^2	-6,020E-5	,000	-1,481	-1,209	,235
	Ln Drug price x Ln Detailing flow	-1,083	,712	-3,130	-1,521	,138
	Quarter 2 (dummy)	,051	,029	,375	1,719	,095
	Quarter 3 (dummy)	,108	,038	,802	2,824	,008
	Quarter 4 (dummy)	,132	,050	,977	2,662	,012
	Year 2013 (dummy)	,101	,059	,745	1,695	,099
	Year 2015 (dummy)	,144	,059	1,069	2,433	,021
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812

	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,044	-,290	,774	-,051
	Ln Competitive global marketing expenditures flow	,129	,575	,569	,101
	Ln Detailing stock (calls)	,100	,427	,672	,075
	Ln Average drug price per DDD	-,798	-,242	,810	-,043
	Drug age	,261	,087	,931	,015
	Ipad / Tablet (% of times used in calls)	,008	,063	,950	,011
	Laptop based materials (% of times used in calls)	,077	,517	,609	,091
	Printed material (% of times used in calls)	,017	,116	,908	,020
	Very useful (% of calls)	,057	,432	,668	,076
	Increase / Will begin to prescribe (% of calls)	-,025	-,184	,855	-,032
	Ln Avg number of products presented during the calls	-,041	-,255	,801	-,045
	Year 2014 (dummy)	,441	,294	,771	,052

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,544
	Ln Competitive global marketing expenditures flow	,249
	Ln Detailing stock (calls)	,230
	Ln Average drug price per DDD	,001
	Drug age	,001
	Ipad / Tablet (% of times used in calls)	,851
	Laptop based materials (% of times used in calls)	,568
	Printed material (% of times used in calls)	,629
	Very useful (% of calls)	,721
	Increase / Will begin to prescribe (% of calls)	,677
	Ln Avg number of products presented during the calls	,487
	Year 2014 (dummy)	,006

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Year 2014 (dummy), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,765	,586	,427	,044682976	,586	3,699
2	,784	,614	,136	,054884793	,028	,118

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,001
2	13	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,096	13	,007	3,699	,001
	Residual	,068	34	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,347	2,965		4,164	,000
	Ln Sales in DDDs lagged one period	-,415	,135	-,405	-3,072	,004
	Ln Detailing flow (calls)	,406	,195	2,275	2,082	,045
	Ln Journal advertising flow	,003	,002	,205	1,456	,155
	Ln Other marketing expenditures stock	-,024	,013	-,250	-1,792	,082
	Ln Competitive global marketing expenditures stock	,375	,182	1,085	2,055	,048
	Ln Average competitors price per DDD	2,300	2,324	1,130	,990	,329
	Drug age^2	-6,550E-5	,000	-1,611	-1,346	,187
	Ln Drug price x Ln Detailing flow	-1,219	,675	-3,522	-1,807	,080
	Quarter 2 (dummy)	,055	,028	,411	1,967	,057
	Quarter 3 (dummy)	,114	,037	,847	3,100	,004
	Quarter 4 (dummy)	,139	,048	1,026	2,885	,007
	Year 2013 (dummy)	,110	,057	,818	1,940	,061
	Year 2015 (dummy)	,150	,058	1,109	2,568	,015
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397

	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,045	-,295	,769	-,051
	Ln Mailing flow	-,085	-,646	,523	-,112
	Ln Competitive global marketing expenditures flow	,143	,647	,522	,112
	Ln Detailing stock (calls)	,120	,523	,604	,091
	Ln Average drug price per DDD	-,703	-,215	,831	-,037
	Drug age	-,632	-,245	,808	-,043
	Ipad / Tablet (% of times used in calls)	,009	,076	,940	,013
	Laptop based materials (% of times used in calls)	,065	,443	,660	,077
	Printed material (% of times used in calls)	,012	,082	,935	,014
	Very useful (% of calls)	,051	,390	,699	,068
	Increase / Will begin to prescribe (% of calls)	-,034	-,254	,801	-,044
	Ln Avg number of products presented during the calls	-,032	-,197	,845	-,034
	Year 2014 (dummy)	,109	,077	,939	,013

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,544
	Ln Mailing flow	,709
	Ln Competitive global marketing expenditures flow	,252
	Ln Detailing stock (calls)	,235
	Ln Average drug price per DDD	,001
	Drug age	,002
	Ipad / Tablet (% of times used in calls)	,851
	Laptop based materials (% of times used in calls)	,576
	Printed material (% of times used in calls)	,631
	Very useful (% of calls)	,725
	Increase / Will begin to prescribe (% of calls)	,685
	Ln Avg number of products presented during the calls	,491
	Year 2014 (dummy)	,006

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Drug age^2
2	Ipad / Tablet (% of times used in calls), Ln Mailing flow, Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,758	,574	,428	,044669676	,574	3,928
2	,784	,614	,136	,054884793	,040	,156

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,001
2	14	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,094	12	,008	3,928	,001
	Residual	,070	35	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,339	2,790		4,782	,000
	Ln Sales in DDDs lagged one period	-,404	,135	-,394	-3,000	,005
	Ln Detailing flow (calls)	,226	,070	1,266	3,222	,003
	Ln Journal advertising flow	,002	,002	,171	1,254	,218
	Ln Other marketing expenditures stock	-,024	,013	-,253	-1,818	,078
	Ln Competitive global marketing expenditures stock	,338	,179	,979	1,894	,066
	Drug age^2	-3,960E-5	,000	-,974	-,965	,341
	Ln Drug price x Ln Detailing flow	-,593	,233	-1,712	-2,540	,016
	Quarter 2 (dummy)	,039	,023	,292	1,710	,096
	Quarter 3 (dummy)	,089	,026	,658	3,373	,002
	Quarter 4 (dummy)	,104	,033	,768	3,176	,003
	Year 2013 (dummy)	,058	,022	,432	2,697	,011
	Year 2015 (dummy)	,125	,053	,925	2,374	,023
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684

	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,079	-,541	,592	-,092
	Ln Mailing flow	-,113	-,899	,375	-,152
	Ln Competitive global marketing expenditures flow	,195	,937	,355	,159
	Ln Detailing stock (calls)	,122	,531	,599	,091
	Ln Average drug price per DDD	,861	,306	,762	,052
	Ln Average competitors price per DDD	1,130	,990	,329	,167
	Drug age	-1,413	-,592	,558	-,101
	Ipad / Tablet (% of times used in calls)	,015	,121	,904	,021
	Laptop based materials (% of times used in calls)	,025	,173	,864	,030
	Printed material (% of times used in calls)	,017	,122	,903	,021
	Very useful (% of calls)	,068	,522	,605	,089
	Increase / Will begin to prescribe (% of calls)	-,021	-,153	,879	-,026
	Ln Avg number of products presented during the calls	,049	,366	,717	,063
	Year 2014 (dummy)	,063	,045	,965	,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,583
	Ln Mailing flow	,769
	Ln Competitive global marketing expenditures flow	,282
	Ln Detailing stock (calls)	,235
	Ln Average drug price per DDD	,002
	Ln Average competitors price per DDD	,009
	Drug age	,002
	Ipad / Tablet (% of times used in calls)	,853
	Laptop based materials (% of times used in calls)	,618
	Printed material (% of times used in calls)	,632
	Very useful (% of calls)	,739
	Increase / Will begin to prescribe (% of calls)	,692
	Ln Avg number of products presented during the calls	,697
	Year 2014 (dummy)	,006

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock
2	Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,750	,563	,429	,044627263	,563	4,208
2	,784	,614	,136	,054884793	,051	,187

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,001
2	15	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,092	11	,008	4,208	,001
	Residual	,072	36	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,025	2,433		4,943	,000
	Ln Sales in DDDs lagged one period	-,403	,135	-,393	-2,999	,005
	Ln Detailing flow (calls)	,179	,050	1,002	3,560	,001
	Ln Journal advertising flow	,002	,002	,159	1,175	,248
	Ln Other marketing expenditures stock	-,023	,013	-,241	-1,740	,090
	Ln Competitive global marketing expenditures stock	,420	,157	1,217	2,682	,011
	Ln Drug price x Ln Detailing flow	-,414	,142	-1,196	-2,918	,006
	Quarter 2 (dummy)	,032	,022	,240	1,483	,147
	Quarter 3 (dummy)	,075	,022	,554	3,409	,002
	Quarter 4 (dummy)	,078	,020	,582	4,002	,000
	Year 2013 (dummy)	,047	,018	,349	2,585	,014
	Year 2015 (dummy)	,081	,027	,601	3,039	,004
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188

	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,090	-,624	,537	-,105
	Ln Mailing flow	-,115	-,912	,368	-,152
	Ln Competitive global marketing expenditures flow	,230	1,148	,259	,191
	Ln Detailing stock (calls)	,046	,209	,835	,035
	Ln Average drug price per DDD	1,698	,661	,513	,111
	Ln Average competitors price per DDD	,303	,312	,757	,053
	Drug age	-1,387	-1,141	,262	-,189
	Drug age^2	-,974	-,965	,341	-,161
	Ipad / Tablet (% of times used in calls)	,008	,067	,947	,011
	Laptop based materials (% of times used in calls)	,020	,140	,890	,024
	Printed material (% of times used in calls)	,069	,565	,576	,095
	Very useful (% of calls)	,095	,767	,448	,129
	Increase / Will begin to prescribe (% of calls)	-,030	-,226	,823	-,038
	Ln Avg number of products presented during the calls	,065	,488	,629	,082
	Year 2014 (dummy)	-,639	-,646	,523	-,109

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,587
	Ln Mailing flow	,769
	Ln Competitive global marketing expenditures flow	,299
	Ln Detailing stock (calls)	,260
	Ln Average drug price per DDD	,002
	Ln Average competitors price per DDD	,013
	Drug age	,008
	Drug age^2	,012
	Ipad / Tablet (% of times used in calls)	,856
	Laptop based materials (% of times used in calls)	,619
	Printed material (% of times used in calls)	,819
	Very useful (% of calls)	,798
	Increase / Will begin to prescribe (% of calls)	,696
	Ln Avg number of products presented during the calls	,709
	Year 2014 (dummy)	,013

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock
2	Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,739	,546	,423	,044856084	,546	4,445
2	,784	,614	,136	,054884793	,068	,232

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	37	,000
2	16	21	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,089	10	,009	4,445	,000
	Residual	,074	37	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,503	2,404		4,785	,000
	Ln Sales in DDDs lagged one period	-,403	,135	-,393	-2,984	,005
	Ln Detailing flow (calls)	,187	,050	1,045	3,728	,001
	Ln Other marketing expenditures stock	-,018	,013	-,195	-1,457	,153
	Ln Competitive global marketing expenditures stock	,455	,155	1,317	2,940	,006
	Ln Drug price x Ln Detailing flow	-,440	,141	-1,271	-3,127	,003
	Quarter 2 (dummy)	,024	,021	,180	1,166	,251
	Quarter 3 (dummy)	,068	,021	,502	3,194	,003
	Quarter 4 (dummy)	,074	,019	,551	3,834	,000
	Year 2013 (dummy)	,043	,018	,316	2,383	,022
	Year 2015 (dummy)	,078	,027	,576	2,916	,006
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,125	-,891	,379	-,147
	Ln Journal advertising flow	,159	1,175	,248	,192
	Ln Mailing flow	-,121	-,960	,343	-,158
	Ln Competitive global marketing expenditures flow	,266	1,349	,186	,219
	Ln Detailing stock (calls)	,075	,345	,732	,057
	Ln Average drug price per DDD	1,327	,516	,609	,086
	Ln Average competitors price per DDD	,114	,118	,906	,020
	Drug age	-1,393	-1,141	,262	-,187
	Drug age^2	-,863	-,852	,400	-,141
	Ipad / Tablet (% of times used in calls)	,013	,108	,914	,018
	Laptop based materials (% of times used in calls)	-,001	-,005	,996	-,001
	Printed material (% of times used in calls)	,056	,456	,651	,076
	Very useful (% of calls)	,069	,558	,580	,093
	Increase / Will begin to prescribe (% of calls)	,011	,088	,930	,015
	Ln Avg number of products presented during the calls	,088	,671	,507	,111
	Year 2014 (dummy)	-,723	-,730	,470	-,121

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,625
	Ln Journal advertising flow	,661
	Ln Mailing flow	,771
	Ln Competitive global marketing expenditures flow	,310
	Ln Detailing stock (calls)	,264
	Ln Average drug price per DDD	,002
	Ln Average competitors price per DDD	,014
	Drug age	,008
	Drug age^2	,012
	Ipad / Tablet (% of times used in calls)	,857
	Laptop based materials (% of times used in calls)	,628
	Printed material (% of times used in calls)	,825
	Very useful (% of calls)	,820
	Increase / Will begin to prescribe (% of calls)	,749
	Ln Avg number of products presented during the calls	,729
	Year 2014 (dummy)	,013

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock
2	Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,727	,529	,417	,045067947	,529	4,743
2	,784	,614	,136	,054884793	,085	,272

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	9	38	,000
2	17	21	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	9	,010	4,743	,000
	Residual	,077	38	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,506	2,257		4,654	,000
	Ln Sales in DDDs lagged one period	-,400	,136	-,390	-2,948	,005
	Ln Detailing flow (calls)	,202	,049	1,130	4,152	,000
	Ln Other marketing expenditures stock	-,019	,013	-,195	-1,455	,154
	Ln Competitive global marketing expenditures stock	,524	,144	1,517	3,647	,001
	Ln Drug price x Ln Detailing flow	-,503	,130	-1,455	-3,861	,000
	Quarter 3 (dummy)	,056	,019	,413	2,991	,005
	Quarter 4 (dummy)	,065	,018	,485	3,654	,001

	Year 2013 (dummy)	,046	,018	,340	2,578	,014
	Year 2015 (dummy)	,084	,026	,621	3,189	,003
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,145	-1,040	,305	-,169
	Ln Journal advertising flow	,096	,734	,468	,120
	Ln Mailing flow	-,136	-1,079	,288	-,175
	Ln Competitive global marketing expenditures flow	,280	1,424	,163	,228
	Ln Detailing stock (calls)	,067	,303	,763	,050
	Ln Average drug price per DDD	1,008	,392	,698	,064
	Ln Average competitors price per DDD	-,295	-,329	,744	-,054
	Drug age	-,906	-,761	,451	-,124
	Drug age^2	-,442	-,453	,653	-,074

	Ipad / Tablet (% of times used in calls)	-,006	-,052	,959	-,008
	Laptop based materials (% of times used in calls)	,019	,137	,892	,022
	Printed material (% of times used in calls)	,073	,594	,556	,097
	Very useful (% of calls)	,066	,529	,600	,087
	Increase / Will begin to prescribe (% of calls)	-,014	-,108	,915	-,018
	Ln Avg number of products presented during the calls	,106	,814	,421	,133
	Quarter 2 (dummy)	,180	1,166	,251	,188
	Year 2014 (dummy)	-1,039	-1,191	,241	-,192

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,637
	Ln Journal advertising flow	,733
	Ln Mailing flow	,780
	Ln Competitive global marketing expenditures flow	,311
	Ln Detailing stock (calls)	,264
	Ln Average drug price per DDD	,002
	Ln Average competitors price per DDD	,016
	Drug age	,009
	Drug age^2	,013
	Ipad / Tablet (% of times used in calls)	,873
	Laptop based materials (% of times used in calls)	,638
	Printed material (% of times used in calls)	,838
	Very useful (% of calls)	,820
	Increase / Will begin to prescribe (% of calls)	,771
	Ln Avg number of products presented during the calls	,741
	Quarter 2 (dummy)	,516
	Year 2014 (dummy)	,016

Variables Entered/Removed

Model
1
2

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 3 (dummy), Ln Drug price x Ln Detailing flow, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock
2	Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,709	,503	,401	,045708760	,503	4,930
2	,784	,614	,136	,054884793	,111	,336

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	18	21	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,082	8	,010	4,930	,000
	Residual	,081	39	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	11,664	2,142		5,445
	Ln Sales in DDDs lagged one period	-,410	,138	-,400	-2,980
	Ln Detailing flow (calls)	,174	,045	,977	3,838
	Ln Competitive global marketing expenditures stock	,443	,134	1,283	3,298
	Ln Drug price x Ln Detailing flow	-,432	,122	-1,247	-3,526
	Quarter 3 (dummy)	,048	,018	,354	2,645
	Quarter 4 (dummy)	,068	,018	,505	3,771
	Year 2013 (dummy)	,049	,018	,362	2,729
	Year 2015 (dummy)	,083	,027	,616	3,120

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,005
	Ln Detailing flow (calls)	,000
	Ln Competitive global marketing expenditures stock	,002
	Ln Drug price x Ln Detailing flow	,001
	Quarter 3 (dummy)	,012
	Quarter 4 (dummy)	,001
	Year 2013 (dummy)	,009
	Year 2015 (dummy)	,003

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,161	-1,149	,258	-,183
	Ln Journal advertising flow	,039	,302	,764	,049
	Ln Mailing flow	-,146	-1,147	,259	-,183
	Ln Competitive global marketing expenditures flow	,253	1,266	,213	,201
	Ln Detailing stock (calls)	,052	,234	,816	,038
	Ln Other marketing expenditures stock	-,195	-1,455	,154	-,230
	Ln Average drug price per DDD	1,279	,492	,625	,080
	Ln Average competitors price per DDD	-,152	-,168	,867	-,027
	Drug age	-1,120	-,940	,353	-,151
	Drug age^2	-,350	-,353	,726	-,057
	Ipad / Tablet (% of times used in calls)	-,025	-,203	,840	-,033
	Laptop based materials (% of times used in calls)	-,021	-,149	,882	-,024
	Printed material (% of times used in calls)	,075	,602	,551	,097
	Very useful (% of calls)	,082	,658	,514	,106
	Increase / Will begin to prescribe (% of calls)	-,019	-,144	,886	-,023
	Ln Avg number of products presented during the calls	,109	,830	,412	,133
	Quarter 2 (dummy)	,181	1,155	,255	,184
	Year 2014 (dummy)	-1,128	-1,282	,207	-,204

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,642
	Ln Journal advertising flow	,793
	Ln Mailing flow	,782
	Ln Competitive global marketing expenditures flow	,314
	Ln Detailing stock (calls)	,264
	Ln Other marketing expenditures stock	,689
	Ln Average drug price per DDD	,002
	Ln Average competitors price per DDD	,016
	Drug age	,009
	Drug age^2	,013
	Ipad / Tablet (% of times used in calls)	,884
	Laptop based materials (% of times used in calls)	,664
	Printed material (% of times used in calls)	,838
	Very useful (% of calls)	,828
	Increase / Will begin to prescribe (% of calls)	,771
	Ln Avg number of products presented during the calls	,741
	Quarter 2 (dummy)	,516
	Year 2014 (dummy)	,016

9. Model 8.2 (Model 7 with stepwise)

9.1. Product BL1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Competitive global marketing expenditures flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Average drug price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Public reimbursement (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,993	,993	,118817133	,993	6927,299
2	,997	,994	,994	,110231388	,001	8,445
3	,998	,996	,995	,099373359	,001	11,371
4	,998	,996	,996	,094739780	,000	5,409
5	,998	,997	,997	,083842428	,001	12,904

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,006
3	1	44	,002
4	1	43	,025
5	1	42	,001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97,796	1	97,796	6927,299	,000
	Residual	,649	46	,014		
	Total	98,446	47			
2	Regression	97,899	2	48,949	4028,441	,000
	Residual	,547	45	,012		
	Total	98,446	47			
3	Regression	98,011	3	32,670	3308,371	,000
	Residual	,435	44	,010		
	Total	98,446	47			
4	Regression	98,060	4	24,515	2731,277	,000
	Residual	,386	43	,009		
	Total	98,446	47			
5	Regression	98,150	5	19,630	2792,507	,000
	Residual	,295	42	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,189	,137		1,379	,175
	Ln Sales in DDDs lagged one period	,992	,012	,997	83,230	,000
2	(Constant)	-1,286	,524		-2,457	,018
	Ln Sales in DDDs lagged one period	,980	,012	,985	82,982	,000
	Ln Competitive global marketing expenditures flow	,128	,044	,034	2,906	,006
3	(Constant)	,431	,694		,620	,538
	Ln Sales in DDDs lagged one period	,871	,034	,875	25,680	,000
	Ln Competitive global marketing expenditures flow	,135	,040	,036	3,392	,001
	Ln Average drug price per DDD	-,442	,131	-,114	-3,372	,002
4	(Constant)	,987	,704		1,402	,168
	Ln Sales in DDDs lagged one period	,723	,071	,727	10,134	,000
	Ln Competitive global marketing expenditures flow	,146	,038	,039	3,805	,000
	Ln Average drug price per DDD	-,416	,125	-,107	-3,320	,002
	Drug age	,016	,007	,156	2,326	,025
5	(Constant)	3,023	,842		3,589	,001

	Ln Sales in DDDs lagged one period	,555	,079	,557	7,047	,000
	Ln Competitive global marketing expenditures flow	,068	,040	,018	1,685	,099
	Ln Average drug price per DDD	-,373	,112	-,096	-3,344	,002
	Drug age	,028	,007	,272	4,031	,000
	Public reimbursement (dummy)	,248	,069	,083	3,592	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,120	-,848	,401	-,125	,007
	Ln Detailing flow (calls)	,038	2,211	,032	,313	,436
	Ln Journal advertising flow	,014	1,122	,268	,165	,866
	Ln Mailing flow	,011	,929	,358	,137	,987
	Ln Competitive global marketing expenditures flow	,034	2,906	,006	,398	,877
	Ln Detailing stock (calls)	,051	1,715	,093	,248	,153
	Ln Other marketing expenditures stock	,017	1,398	,169	,204	,995
	Ln Competitive global marketing expenditures stock	,012	,770	,445	,114	,604
	Ln Average drug price per DDD	-,108	-2,883	,006	-,395	,089
	Ln Average competitors price per DDD	-,033	-1,141	,260	-,168	,175
	Drug age	,146	1,797	,079	,259	,021
	Ln Drug price x Ln Detailing flow	-,103	-2,318	,025	-,327	,066
	Ln Drug price x drug age	-,024	-1,799	,079	-,259	,740
	Public reimbursement (dummy)	,065	2,881	,006	,395	,242
	Ipad / Tablet (% of times used in calls)	-,021	-1,126	,266	-,166	,401
	Laptop based materials (% of times used in calls)	,003	,233	,817	,035	,868
	Printed material (% of times used in calls)	,011	,900	,373	,133	,988
	Very useful (% of calls)	,025	2,032	,048	,290	,895
	Increase / Will begin to prescribe (% of calls)	,031	2,680	,010	,371	,974
	Ln Avg number of products presented during the calls	-,055	-2,843	,007	-,390	,331
	Quarter 2 (dummy)	,003	,283	,778	,042	,996
	Quarter 3 (dummy)	,002	,151	,881	,022	,997
	Quarter 4 (dummy)	,002	,154	,878	,023	,960
	Year 2013 (dummy)	-,009	-,757	,453	-,112	,929
	Year 2014 (dummy)	,019	1,630	,110	,236	,971
	Year 2015 (dummy)	-,021	-1,034	,307	-,152	,364
2	Ln Sales in DDDs lagged two periods	-,043	-,317	,753	-,048	,007
	Ln Detailing flow (calls)	,033	2,017	,050	,291	,430
	Ln Journal advertising flow	,004	,333	,741	,050	,785
	Ln Mailing flow	,007	,651	,518	,098	,973
	Ln Detailing stock (calls)	,077	2,809	,007	,390	,143
	Ln Other marketing expenditures stock	,016	1,492	,143	,219	,994

	Ln Competitive global marketing expenditures stock	,001	,100	,921	,015	,566
	Ln Average drug price per DDD	-,114	-3,372	,002	-,453	,088
	Ln Average competitors price per DDD	-,064	-2,386	,021	-,338	,157
	Drug age	,175	2,371	,022	,337	,021
	Ln Drug price x Ln Detailing flow	-,108	-2,668	,011	-,373	,066
	Ln Drug price x drug age	-,017	-1,260	,214	-,187	,700
	Public reimbursement (dummy)	,042	1,623	,112	,238	,175
	Ipad / Tablet (% of times used in calls)	-,014	-,802	,427	-,120	,393
	Laptop based materials (% of times used in calls)	,001	,115	,909	,017	,866
	Printed material (% of times used in calls)	,013	1,201	,236	,178	,983
	Very useful (% of calls)	,019	1,624	,112	,238	,863
	Increase / Will begin to prescribe (% of calls)	,028	2,585	,013	,363	,964
	Ln Avg number of products presented during the calls	-,042	-2,132	,039	-,306	,299
	Quarter 2 (dummy)	-,001	-,058	,954	-,009	,980
	Quarter 3 (dummy)	,009	,795	,431	,119	,952
	Quarter 4 (dummy)	,001	,094	,925	,014	,960
	Year 2013 (dummy)	-,001	-,107	,915	-,016	,872
	Year 2014 (dummy)	,019	1,721	,092	,251	,971
	Year 2015 (dummy)	-,028	-1,551	,128	-,228	,357
3	Ln Sales in DDDs lagged two periods	,078	,617	,541	,094	,006
	Ln Detailing flow (calls)	-,001	-,027	,979	-,004	,249
	Ln Journal advertising flow	,006	,544	,589	,083	,783
	Ln Mailing flow	,002	,240	,812	,037	,952
	Ln Detailing stock (calls)	,041	1,313	,196	,196	,102
	Ln Other marketing expenditures stock	,000	,030	,977	,005	,769
	Ln Competitive global marketing expenditures stock	,001	,106	,916	,016	,566
	Ln Average competitors price per DDD	-,027	-,909	,369	-,137	,115
	Drug age	,156	2,326	,025	,334	,020
	Ln Drug price x Ln Detailing flow	-,016	-,247	,806	-,038	,026
	Ln Drug price x drug age	,009	,590	,558	,090	,482
	Public reimbursement (dummy)	,038	1,622	,112	,240	,175
	Ipad / Tablet (% of times used in calls)	-,010	-,614	,542	-,093	,390
	Laptop based materials (% of times used in calls)	-,007	-,592	,557	-,090	,827
	Printed material (% of times used in calls)	-,006	-,482	,632	-,073	,720
	Very useful (% of calls)	,009	,780	,440	,118	,783
	Increase / Will begin to prescribe (% of calls)	,010	,807	,424	,122	,604
	Ln Avg number of products presented during the calls	-,031	-1,719	,093	-,254	,289
	Quarter 2 (dummy)	-,010	-,924	,361	-,139	,920
	Quarter 3 (dummy)	,005	,454	,652	,069	,936
	Quarter 4 (dummy)	,003	,322	,749	,049	,956
	Year 2013 (dummy)	-,014	-1,233	,224	-,185	,788
	Year 2014 (dummy)	,014	1,363	,180	,204	,946

	Year 2015 (dummy)	-,009	-,507	,615	-,077	,310
4	Ln Sales in DDDs lagged two periods	-,003	-,021	,983	-,003	,006
	Ln Detailing flow (calls)	-,024	-1,130	,265	-,172	,204
	Ln Journal advertising flow	,011	,996	,325	,152	,759
	Ln Mailing flow	,006	,640	,526	,098	,927
	Ln Detailing stock (calls)	,022	,691	,493	,106	,093
	Ln Other marketing expenditures stock	-,003	-,308	,759	-,048	,752
	Ln Competitive global marketing expenditures stock	,057	3,215	,003	,444	,237
	Ln Average competitors price per DDD	,017	,477	,636	,073	,077
	Ln Drug price x Ln Detailing flow	-,104	-1,571	,124	-,236	,020
	Ln Drug price x drug age	-,047	-2,148	,038	-,315	,173
	Public reimbursement (dummy)	,083	3,592	,001	,485	,134
	Ipad / Tablet (% of times used in calls)	-,024	-1,528	,134	-,229	,347
	Laptop based materials (% of times used in calls)	-,009	-,826	,414	-,126	,821
	Printed material (% of times used in calls)	-,004	-,351	,728	-,054	,717
	Very useful (% of calls)	,009	,868	,390	,133	,783
	Increase / Will begin to prescribe (% of calls)	,012	,974	,336	,149	,603
	Ln Avg number of products presented during the calls	-,031	-1,768	,084	-,263	,289
	Quarter 2 (dummy)	-,010	-,966	,339	-,147	,920
	Quarter 3 (dummy)	,005	,481	,633	,074	,936
	Quarter 4 (dummy)	,005	,482	,632	,074	,952
	Year 2013 (dummy)	-,015	-1,426	,161	-,215	,786
	Year 2014 (dummy)	,001	,104	,918	,016	,637
	Year 2015 (dummy)	,010	,535	,595	,082	,251
5	Ln Sales in DDDs lagged two periods	-,014	-,128	,899	-,020	,006
	Ln Detailing flow (calls)	-,001	-,044	,965	-,007	,180
	Ln Journal advertising flow	,012	1,193	,240	,183	,759
	Ln Mailing flow	,010	1,105	,276	,170	,917
	Ln Detailing stock (calls)	,051	1,810	,078	,272	,087
	Ln Other marketing expenditures stock	-,004	-,397	,694	-,062	,752
	Ln Competitive global marketing expenditures stock	,035	1,760	,086	,265	,177
	Ln Average competitors price per DDD	-,057	-1,606	,116	-,243	,055
	Ln Drug price x Ln Detailing flow	,002	,029	,977	,005	,015
	Ln Drug price x drug age	,009	,319	,751	,050	,085
	Ipad / Tablet (% of times used in calls)	-,013	-,847	,402	-,131	,326
	Laptop based materials (% of times used in calls)	,006	,540	,592	,084	,690
	Printed material (% of times used in calls)	,009	,837	,407	,130	,638
	Very useful (% of calls)	-,005	-,503	,618	-,078	,656
	Increase / Will begin to prescribe (% of calls)	,011	1,045	,302	,161	,603
	Ln Avg number of products presented during the calls	-,010	-,609	,546	-,095	,246
	Quarter 2 (dummy)	,000	,015	,988	,002	,833
	Quarter 3 (dummy)	-,002	-,229	,820	-,036	,893

	Quarter 4 (dummy)	,006	,695	,491	,108	,950
	Year 2013 (dummy)	-,002	-,161	,873	-,025	,659
	Year 2014 (dummy)	-,003	-,265	,792	-,041	,629
	Year 2015 (dummy)	,004	,227	,822	,035	,248

9.2. Product BL2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged two periods	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Average drug price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,985	,970	,969	,099477876	,970	1466,957
2	,988	,976	,975	,089647265	,006	11,642
3	,989	,978	,977	,085678140	,003	5,266

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,001
3	1	44	,027

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,517	1	14,517	1466,957	,000
	Residual	,455	46	,010		
	Total	14,972	47			
2	Regression	14,610	2	7,305	908,984	,000
	Residual	,362	45	,008		
	Total	14,972	47			
3	Regression	14,649	3	4,883	665,191	,000
	Residual	,323	44	,007		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	1,808	,291		6,213
	Ln Sales in DDDs lagged two periods	,866	,023	,985	38,301
2	(Constant)	6,759	1,475		4,583
	Ln Sales in DDDs lagged two periods	,600	,081	,682	7,442
	Ln Average drug price per DDD	-1,459	,428	-,313	-3,412
3	(Constant)	5,270	1,552		3,397
	Ln Sales in DDDs lagged two periods	,389	,120	,443	3,250
	Ln Average drug price per DDD	-1,108	,436	-,237	-2,539
	Ln Sales in DDDs lagged one period	,297	,129	,317	2,295

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged two periods	,000
2	(Constant)	,000
	Ln Sales in DDDs lagged two periods	,000
	Ln Average drug price per DDD	,001
3	(Constant)	,001
	Ln Sales in DDDs lagged two periods	,002
	Ln Average drug price per DDD	,015
	Ln Sales in DDDs lagged one period	,027

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,440	3,212	,002	,432	,029
	Ln Detailing flow (calls)	,024	,836	,407	,124	,819
	Ln Journal advertising flow	,053	2,019	,050	,288	,906
	Ln Mailing flow	,024	,943	,351	,139	,999
	Ln Competitive global marketing expenditures flow	,090	2,459	,018	,344	,449
	Ln Detailing stock (calls)	-,030	-,867	,390	-,128	,556
	Ln Other marketing expenditures stock	-,002	-,072	,943	-,011	,782
	Ln Competitive global marketing expenditures stock	,053	,825	,414	,122	,163
	Ln Average drug price per DDD	-,313	-3,412	,001	-,453	,064
	Ln Average competitors price per DDD	-,083	-1,279	,207	-,187	,154
	Drug age	,069	,928	,358	,137	,121
	Ln Drug price x Ln Detailing flow	-,086	-1,252	,217	-,184	,137

	Public reimbursement (dummy)	-,017	-,481	,633	-,071	,545
	Ipad / Tablet (% of times used in calls)	,063	2,162	,036	,307	,714
	Laptop based materials (% of times used in calls)	-,034	-1,331	,190	-,195	,969
	Printed material (% of times used in calls)	,002	,062	,951	,009	,999
	Very useful (% of calls)	-,015	-,498	,621	-,074	,699
	Increase / Will begin to prescribe (% of calls)	-,019	-,468	,642	-,070	,389
	Ln Avg number of products presented during the calls	-,014	-,551	,584	-,082	,996
	Quarter 2 (dummy)	,030	1,159	,253	,170	,993
	Quarter 3 (dummy)	-,034	-1,332	,189	-,195	,988
	Quarter 4 (dummy)	,008	,307	,760	,046	,965
	Year 2013 (dummy)	-,004	-,159	,875	-,024	,995
	Year 2014 (dummy)	,025	,913	,366	,135	,854
	Year 2015 (dummy)	,000	,015	,988	,002	,710
2	Ln Sales in DDDs lagged one period	,317	2,295	,027	,327	,026
	Ln Detailing flow (calls)	,046	1,780	,082	,259	,778
	Ln Journal advertising flow	,046	1,921	,061	,278	,898
	Ln Mailing flow	,012	,516	,608	,078	,975
	Ln Competitive global marketing expenditures flow	,056	1,532	,133	,225	,396
	Ln Detailing stock (calls)	-,006	-,188	,852	-,028	,527
	Ln Other marketing expenditures stock	-,022	-,815	,419	-,122	,748
	Ln Competitive global marketing expenditures stock	-,016	-,261	,796	-,039	,144
	Ln Average competitors price per DDD	-,033	-,536	,594	-,081	,143
	Drug age	,055	,827	,413	,124	,121
	Ln Drug price x Ln Detailing flow	,158	1,733	,090	,253	,062
	Public reimbursement (dummy)	-,007	-,214	,831	-,032	,540
	Ipad / Tablet (% of times used in calls)	,040	1,413	,165	,208	,657
	Laptop based materials (% of times used in calls)	-,021	-,889	,379	-,133	,940
	Printed material (% of times used in calls)	,015	,625	,535	,094	,973
	Very useful (% of calls)	-,014	-,490	,627	-,074	,699
	Increase / Will begin to prescribe (% of calls)	,001	,033	,974	,005	,379
	Ln Avg number of products presented during the calls	-,017	-,713	,480	-,107	,995
	Quarter 2 (dummy)	-,005	-,200	,842	-,030	,811
	Quarter 3 (dummy)	-,033	-1,436	,158	-,212	,988
	Quarter 4 (dummy)	,032	1,307	,198	,193	,897
	Year 2013 (dummy)	,007	,300	,766	,045	,975
	Year 2014 (dummy)	,004	,164	,870	,025	,801
	Year 2015 (dummy)	,005	,186	,853	,028	,708
3	Ln Detailing flow (calls)	,035	1,393	,171	,208	,745
	Ln Journal advertising flow	,037	1,582	,121	,235	,868
	Ln Mailing flow	,019	,844	,403	,128	,958
	Ln Competitive global marketing expenditures flow	,045	1,265	,213	,189	,387
	Ln Detailing stock (calls)	-,004	-,114	,910	-,017	,526
	Ln Other marketing expenditures stock	-,018	-,686	,496	-,104	,744

	Ln Competitive global marketing expenditures stock	-,028	-,468	,642	-,071	,143
	Ln Average competitors price per DDD	-,018	-,307	,760	-,047	,142
	Drug age	,028	,430	,670	,065	,116
	Ln Drug price x Ln Detailing flow	,122	1,358	,181	,203	,060
	Public reimbursement (dummy)	-,012	-,381	,705	-,058	,538
	Ipad / Tablet (% of times used in calls)	,041	1,511	,138	,225	,657
	Laptop based materials (% of times used in calls)	-,026	-1,136	,262	-,171	,933
	Printed material (% of times used in calls)	,014	,610	,545	,093	,973
	Very useful (% of calls)	-,007	-,252	,802	-,038	,689
	Increase / Will begin to prescribe (% of calls)	-,017	-,458	,649	-,070	,362
	Ln Avg number of products presented during the calls	,003	,115	,909	,018	,856
	Quarter 2 (dummy)	-,005	-,217	,829	-,033	,811
	Quarter 3 (dummy)	-,028	-1,277	,208	-,191	,979
	Quarter 4 (dummy)	,023	,952	,347	,144	,867
	Year 2013 (dummy)	,006	,247	,806	,038	,974
	Year 2014 (dummy)	,003	,115	,909	,018	,800
	Year 2015 (dummy)	,004	,144	,886	,022	,707

9.3. Product BL3

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Average drug price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Competitive global marketing expenditures flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Public reimbursement (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
6	.	Ln Competitive global marketing expenditures flow	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
7	.	Ln Average drug price per DDD	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

8	Ln Detailing stock (calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
9	.	Ln Sales in DDDs lagged one period	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
10	Ln Avg number of products presented during the calls	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
11	Ln Other marketing expenditures stock	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
12	Printed material (% of times used in calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
13	Very useful (% of calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
14	Ipad / Tablet (% of times used in calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
15	Ln Detailing flow (calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
16	.	Printed material (% of times used in calls)	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,955	,912	,906	,617486823	,912	165,649	1	16	,000
2	,980	,960	,955	,429614445	,048	18,054	1	15	,001
3	,987	,974	,969	,355458325	,014	7,911	1	14	,014
4	,991	,981	,976	,315577456	,007	4,762	1	13	,048
5	,997	,993	,991	,194679143	,012	22,160	1	12	,001
6	,997	,993	,991	,191792350	,000	,617	1	12	,447
7	,996	,992	,990	,200863921	-,001	2,356	1	13	,149
8	,998	,997	,996	,129087838	,005	20,897	1	13	,001
9	,998	,997	,996	,125425695	,000	,217	1	13	,649
10	,999	,999	,998	,089000910	,002	14,804	1	13	,002
11	1,000	,999	,999	,061978393	,001	14,807	1	12	,002
12	1,000	1,000	,999	,051262347	,000	6,541	1	11	,027
13	1,000	1,000	1,000	,037984009	,000	10,035	1	10	,010
14	1,000	1,000	1,000	,027784373	,000	9,690	1	9	,012
15	1,000	1,000	1,000	,022493076	,000	5,732	1	8	,044
16	1,000	1,000	1,000	,023190270	,000	1,567	1	8	,246

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,160	1	63,160	165,649	,000
	Residual	6,101	16	,381		
	Total	69,261	17			
2	Regression	66,493	2	33,246	180,130	,000
	Residual	2,769	15	,185		
	Total	69,261	17			
3	Regression	67,492	3	22,497	178,055	,000
	Residual	1,769	14	,126		
	Total	69,261	17			
4	Regression	67,966	4	16,992	170,617	,000
	Residual	1,295	13	,100		
	Total	69,261	17			
5	Regression	68,806	5	13,761	363,094	,000
	Residual	,455	12	,038		
	Total	69,261	17			
6	Regression	68,783	4	17,196	467,474	,000
	Residual	,478	13	,037		
	Total	69,261	17			
7	Regression	68,696	3	22,899	567,554	,000
	Residual	,565	14	,040		
	Total	69,261	17			
8	Regression	69,044	4	17,261	1035,852	,000
	Residual	,217	13	,017		
	Total	69,261	17			
9	Regression	69,041	3	23,014	1462,889	,000
	Residual	,220	14	,016		
	Total	69,261	17			
10	Regression	69,158	4	17,290	2182,699	,000
	Residual	,103	13	,008		
	Total	69,261	17			
11	Regression	69,215	5	13,843	3603,705	,000

	Residual	,046	12	,004		
	Total	69,261	17			
12	Regression	69,232	6	11,539	4390,960	,000
	Residual	,029	11	,003		
	Total	69,261	17			
13	Regression	69,247	7	9,892	6856,443	,000
	Residual	,014	10	,001		
	Total	69,261	17			
14	Regression	69,254	8	8,657	11213,837	,000
	Residual	,007	9	,001		
	Total	69,261	17			
15	Regression	69,257	9	7,695	15209,796	,000
	Residual	,004	8	,001		
	Total	69,261	17			
16	Regression	69,256	8	8,657	16097,448	,000
	Residual	,005	9	,001		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,143	,502		10,254	,000
	Ln Sales in DDDs lagged one period	,582	,045	,955	12,870	,000
2	(Constant)	19,238	3,336		5,767	,000
	Ln Sales in DDDs lagged one period	,378	,057	,621	6,597	,000
	Ln Average drug price per DDD	-13,595	3,200	-,400	-4,249	,001
3	(Constant)	34,339	6,036		5,689	,000
	Ln Sales in DDDs lagged one period	,372	,048	,611	7,835	,000
	Ln Average drug price per DDD	-13,334	2,649	-,392	-5,034	,000
	Ln Competitive global marketing expenditures flow	-1,155	,410	-,121	-2,813	,014
4	(Constant)	28,142	6,065		4,640	,000
	Ln Sales in DDDs lagged one period	,356	,043	,585	8,329	,000
	Ln Average drug price per DDD	-7,753	3,475	-,228	-2,231	,044
	Ln Competitive global marketing expenditures flow	-1,168	,364	-,123	-3,206	,007
	Public reimbursement (dummy)	1,745	,799	,204	2,182	,048
5	(Constant)	8,539	5,598		1,525	,153
	Ln Sales in DDDs lagged one period	,211	,041	,347	5,210	,000
	Ln Average drug price per DDD	-3,791	2,303	-,111	-1,646	,126
	Ln Competitive global marketing expenditures flow	-,235	,300	-,025	-,786	,447
	Public reimbursement (dummy)	3,529	,622	,412	5,674	,000
	Drug age	,095	,020	,250	4,707	,001

6	(Constant)	4,661	2,602		1,791	,097
	Ln Sales in DDDs lagged one period	,196	,035	,322	5,588	,000
	Ln Average drug price per DDD	-3,400	2,215	-,100	-1,535	,149
	Public reimbursement (dummy)	3,721	,564	,435	6,603	,000
	Drug age	,105	,015	,278	7,072	,000
7	(Constant)	,732	,488		1,499	,156
	Ln Sales in DDDs lagged one period	,202	,037	,331	5,513	,000
	Public reimbursement (dummy)	4,378	,385	,511	11,380	,000
	Drug age	,112	,015	,296	7,555	,000
8	(Constant)	-6,215	1,552		-4,005	,001
	Ln Sales in DDDs lagged one period	,021	,046	,035	,466	,649
	Public reimbursement (dummy)	4,575	,251	,534	18,230	,000
	Drug age	,094	,010	,248	9,038	,000
	Ln Detailing stock (calls)	1,159	,253	,323	4,571	,001
9	(Constant)	-6,874	,621		-11,069	,000
	Public reimbursement (dummy)	4,640	,203	,542	22,906	,000
	Drug age	,094	,010	,248	9,310	,000
	Ln Detailing stock (calls)	1,260	,126	,352	9,992	,000
10	(Constant)	-6,315	,464		-13,610	,000
	Public reimbursement (dummy)	4,793	,149	,560	32,137	,000
	Drug age	,096	,007	,255	13,444	,000
	Ln Detailing stock (calls)	1,140	,095	,318	12,020	,000
	Ln Avg number of products presented during the calls	,775	,201	,045	3,848	,002
11	(Constant)	-5,559	,378		-14,703	,000
	Public reimbursement (dummy)	4,735	,105	,553	45,115	,000
	Drug age	,135	,011	,356	12,143	,000
	Ln Detailing stock (calls)	,577	,161	,161	3,592	,004
	Ln Avg number of products presented during the calls	,810	,141	,047	5,762	,000
	Ln Other marketing expenditures stock	,222	,058	,108	3,848	,002
12	(Constant)	-5,130	,355		-14,453	,000
	Public reimbursement (dummy)	4,625	,097	,540	47,764	,000
	Drug age	,131	,009	,346	14,136	,000
	Ln Detailing stock (calls)	,628	,134	,175	4,679	,001
	Ln Avg number of products presented during the calls	,888	,120	,052	7,389	,000
	Ln Other marketing expenditures stock	,192	,049	,093	3,907	,002
	Printed material (% of times used in calls)	-,512	,200	-,024	-2,558	,027
13	(Constant)	-4,463	,337		-13,249	,000
	Public reimbursement (dummy)	4,654	,072	,543	64,359	,000
	Drug age	,129	,007	,341	18,686	,000
	Ln Detailing stock (calls)	,586	,100	,164	5,840	,000
	Ln Avg number of products presented during the calls	,809	,093	,047	8,735	,000

	Ln Other marketing expenditures stock	,193	,036	,094	5,300	,000
	Printed material (% of times used in calls)	-,509	,148	-,024	-3,431	,006
	Very useful (% of calls)	-,448	,142	-,022	-3,168	,010
14	(Constant)	-4,665	,255		-18,308	,000
	Public reimbursement (dummy)	4,629	,053	,541	86,587	,000
	Drug age	,131	,005	,346	25,733	,000
	Ln Detailing stock (calls)	,574	,074	,160	7,810	,000
	Ln Avg number of products presented during the calls	,734	,072	,043	10,226	,000
	Ln Other marketing expenditures stock	,199	,027	,097	7,450	,000
	Printed material (% of times used in calls)	-,280	,131	-,013	-2,135	,062
	Very useful (% of calls)	-,498	,105	-,024	-4,756	,001
	Ipad / Tablet (% of times used in calls)	,569	,183	,016	3,113	,012
15	(Constant)	-5,224	,312		-16,762	,000
	Public reimbursement (dummy)	4,648	,044	,543	105,609	,000
	Drug age	,128	,004	,338	29,590	,000
	Ln Detailing stock (calls)	,602	,061	,168	9,925	,000
	Ln Avg number of products presented during the calls	,687	,061	,040	11,174	,000
	Ln Other marketing expenditures stock	,186	,022	,091	8,357	,000
	Printed material (% of times used in calls)	-,149	,119	-,007	-1,252	,246
	Very useful (% of calls)	-,551	,088	-,027	-6,289	,000
	Ipad / Tablet (% of times used in calls)	,424	,160	,012	2,653	,029
	Ln Detailing flow (calls)	,075	,032	,012	2,394	,044
16	(Constant)	-5,457	,257		-21,204	,000
	Public reimbursement (dummy)	4,666	,043	,545	108,808	,000
	Drug age	,128	,004	,338	28,744	,000
	Ln Detailing stock (calls)	,598	,062	,167	9,578	,000
	Ln Avg number of products presented during the calls	,651	,056	,038	11,621	,000
	Ln Other marketing expenditures stock	,189	,023	,092	8,259	,000
	Very useful (% of calls)	-,572	,089	-,028	-6,457	,000
	Ipad / Tablet (% of times used in calls)	,482	,158	,013	3,055	,014
	Ln Detailing flow (calls)	,093	,029	,014	3,235	,010

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing flow (calls)	,041	,466	,648	,119	,740
	Ln Journal advertising flow	-,059	-,695	,497	-,177	,785
	Ln Mailing flow	,017	,191	,851	,049	,732
	Ln Competitive global marketing expenditures flow	-,129	-1,847	,085	-,430	,982
	Ln Detailing stock (calls)	,205	,692	,500	,176	,065
	Ln Other marketing expenditures stock	-,032	-,261	,798	-,067	,392

	Ln Average drug price per DDD	-,400	-4,249	,001	-,739	,301
	Drug age	,097	,897	,384	,226	,472
	Public reimbursement (dummy)	,360	4,112	,001	,728	,360
	Ipad / Tablet (% of times used in calls)	,013	,154	,880	,040	,858
	Laptop based materials (% of times used in calls)	-,085	-1,162	,263	-,287	,999
	Printed material (% of times used in calls)	-,076	-,817	,427	-,206	,649
	Very useful (% of calls)	-,038	-,392	,700	-,101	,629
	Increase / Will begin to prescribe (% of calls)	-,064	-,733	,475	-,186	,749
	Ln Avg number of products presented during the calls	-,016	-,195	,848	-,050	,918
	Year 2015 (dummy)	,056	,547	,593	,140	,556
2	Ln Detailing flow (calls)	-,015	-,241	,813	-,064	,704
	Ln Journal advertising flow	-,041	-,694	,499	-,182	,781
	Ln Mailing flow	-,114	-1,842	,087	-,442	,596
	Ln Competitive global marketing expenditures flow	-,121	-2,813	,014	-,601	,980
	Ln Detailing stock (calls)	,136	,657	,522	,173	,064
	Ln Other marketing expenditures stock	-,069	-,821	,426	-,214	,388
	Drug age	,146	2,149	,050	,498	,462
	Public reimbursement (dummy)	,199	1,650	,121	,403	,165
	Ipad / Tablet (% of times used in calls)	-,034	-,579	,572	-,153	,827
	Laptop based materials (% of times used in calls)	-,035	-,636	,535	-,168	,941
	Printed material (% of times used in calls)	,012	,176	,863	,047	,583
	Very useful (% of calls)	-,046	-,693	,500	-,182	,628
	Increase / Will begin to prescribe (% of calls)	-,104	-1,851	,085	-,443	,732
	Ln Avg number of products presented during the calls	-,006	-,111	,913	-,030	,916
	Year 2015 (dummy)	,038	,530	,604	,140	,554
3	Ln Detailing flow (calls)	,067	1,170	,263	,309	,549
	Ln Journal advertising flow	,058	,973	,348	,261	,514
	Ln Mailing flow	-,056	-,900	,384	-,242	,477
	Ln Detailing stock (calls)	-,066	-,349	,733	-,096	,054
	Ln Other marketing expenditures stock	-,010	-,140	,891	-,039	,352
	Drug age	,066	,855	,408	,231	,308
	Public reimbursement (dummy)	,204	2,182	,048	,518	,165
	Ipad / Tablet (% of times used in calls)	,050	,896	,386	,241	,597
	Laptop based materials (% of times used in calls)	,031	,600	,559	,164	,732
	Printed material (% of times used in calls)	-,054	-,895	,387	-,241	,501
	Very useful (% of calls)	,027	,429	,675	,118	,505
	Increase / Will begin to prescribe (% of calls)	-,036	-,580	,572	-,159	,500
	Ln Avg number of products presented during the calls	,022	,472	,645	,130	,873
	Year 2015 (dummy)	,003	,052	,959	,014	,529
4	Ln Detailing flow (calls)	,065	1,296	,219	,350	,549
	Ln Journal advertising flow	-,004	-,061	,952	-,018	,371

	Ln Mailing flow	-,097	-1,845	,090	-,470	,440
	Ln Detailing stock (calls)	,295	1,412	,183	,377	,031
	Ln Other marketing expenditures stock	-,068	-,996	,339	-,276	,308
	Drug age	,250	4,707	,001	,805	,193
	Ipad / Tablet (% of times used in calls)	,010	,184	,857	,053	,508
	Laptop based materials (% of times used in calls)	,001	,030	,976	,009	,665
	Printed material (% of times used in calls)	-,012	-,192	,851	-,055	,428
	Very useful (% of calls)	-,036	-,581	,572	-,165	,393
	Increase / Will begin to prescribe (% of calls)	-,060	-1,111	,288	-,305	,482
	Ln Avg number of products presented during the calls	,063	1,513	,156	,400	,757
	Year 2015 (dummy)	,168	2,808	,016	,630	,264
5	Ln Detailing flow (calls)	,033	1,004	,337	,290	,520
	Ln Journal advertising flow	-,010	-,252	,806	-,076	,370
	Ln Mailing flow	,029	,593	,565	,176	,238
	Ln Detailing stock (calls)	,340	3,567	,004	,732	,030
	Ln Other marketing expenditures stock	,175	4,502	,001	,805	,139
	Ipad / Tablet (% of times used in calls)	,010	,306	,766	,092	,508
	Laptop based materials (% of times used in calls)	-,019	-,623	,546	-,185	,651
	Printed material (% of times used in calls)	,000	,010	,992	,003	,426
	Very useful (% of calls)	-,056	-1,587	,141	-,432	,389
	Increase / Will begin to prescribe (% of calls)	-,033	-,970	,353	-,281	,467
	Ln Avg number of products presented during the calls	,057	2,547	,027	,609	,755
	Year 2015 (dummy)	,089	1,944	,078	,506	,211
6	Ln Detailing flow (calls)	,014	,481	,639	,137	,686
	Ln Journal advertising flow	-,021	-,643	,532	-,183	,527
	Ln Mailing flow	,032	,669	,516	,190	,239
	Ln Competitive global marketing expenditures flow	-,025	-,786	,447	-,221	,552
	Ln Detailing stock (calls)	,318	3,811	,002	,740	,037
	Ln Other marketing expenditures stock	,171	4,857	,000	,814	,156
	Ipad / Tablet (% of times used in calls)	-,002	-,064	,950	-,018	,634
	Laptop based materials (% of times used in calls)	-,024	-,939	,366	-,262	,825
	Printed material (% of times used in calls)	,010	,277	,787	,080	,485
	Very useful (% of calls)	-,057	-1,872	,086	-,475	,482
	Increase / Will begin to prescribe (% of calls)	-,038	-1,241	,238	-,337	,545
	Ln Avg number of products presented during the calls	,050	2,183	,050	,533	,791
	Year 2015 (dummy)	,085	1,856	,088	,472	,212
7	Ln Detailing flow (calls)	,021	,711	,490	,194	,708
	Ln Journal advertising flow	-,033	-1,022	,326	-,273	,574
	Ln Mailing flow	,055	1,312	,212	,342	,312
	Ln Competitive global marketing expenditures flow	-,014	-,414	,686	-,114	,579
	Ln Detailing stock (calls)	,323	4,571	,001	,785	,048
	Ln Other marketing expenditures stock	,176	4,378	,001	,772	,157

	Ln Average drug price per DDD	-,100	-1,535	,149	-,392	,125
	Ipad / Tablet (% of times used in calls)	-,002	-,070	,945	-,019	,634
	Laptop based materials (% of times used in calls)	-,033	-1,326	,208	-,345	,903
	Printed material (% of times used in calls)	,008	,224	,826	,062	,485
	Very useful (% of calls)	-,065	-2,182	,048	-,518	,511
	Increase / Will begin to prescribe (% of calls)	-,030	-,934	,368	-,251	,557
	Ln Avg number of products presented during the calls	,057	2,547	,024	,577	,850
	Year 2015 (dummy)	,094	2,561	,024	,579	,308
8	Ln Detailing flow (calls)	,031	1,794	,098	,460	,699
	Ln Journal advertising flow	,005	,205	,841	,059	,486
	Ln Mailing flow	,015	,499	,626	,143	,278
	Ln Competitive global marketing expenditures flow	,012	,562	,584	,160	,537
	Ln Other marketing expenditures stock	,096	1,764	,103	,454	,070
	Ln Average drug price per DDD	-,007	-,126	,902	-,036	,097
	Ipad / Tablet (% of times used in calls)	,028	1,431	,178	,382	,573
	Laptop based materials (% of times used in calls)	-,002	-,119	,907	-,034	,748
	Printed material (% of times used in calls)	-,013	-,557	,588	-,159	,465
	Very useful (% of calls)	-,039	-1,854	,088	-,472	,463
	Increase / Will begin to prescribe (% of calls)	-,025	-1,208	,250	-,329	,555
	Ln Avg number of products presented during the calls	,045	3,742	,003	,734	,828
	Year 2015 (dummy)	,040	1,284	,223	,348	,231
9	Ln Detailing flow (calls)	,031	1,935	,075	,473	,732
	Ln Journal advertising flow	,008	,358	,726	,099	,551
	Ln Mailing flow	,009	,331	,746	,092	,312
	Ln Competitive global marketing expenditures flow	,014	,738	,474	,200	,691
	Ln Other marketing expenditures stock	,098	1,868	,084	,460	,071
	Ln Average drug price per DDD	,002	,052	,959	,014	,113
	Ipad / Tablet (% of times used in calls)	,027	1,567	,141	,399	,678
	Laptop based materials (% of times used in calls)	,002	,109	,915	,030	,960
	Printed material (% of times used in calls)	-,015	-,686	,505	-,187	,504
	Very useful (% of calls)	-,037	-1,809	,094	-,449	,470
	Increase / Will begin to prescribe (% of calls)	-,024	-1,221	,244	-,321	,556
	Ln Avg number of products presented during the calls	,045	3,848	,002	,730	,828
	Year 2015 (dummy)	,032	1,078	,301	,286	,257
	Ln Sales in DDDs lagged one period	,035	,466	,649	,128	,042
10	Ln Detailing flow (calls)	,026	2,381	,035	,566	,721
	Ln Journal advertising flow	,008	,538	,600	,154	,551
	Ln Mailing flow	-,005	-,261	,799	-,075	,300
	Ln Competitive global marketing expenditures flow	-,001	-,047	,963	-,014	,634

	Ln Other marketing expenditures stock	,108	3,848	,002	,743	,070
	Ln Average drug price per DDD	,027	,831	,422	,233	,109
	Ipad / Tablet (% of times used in calls)	,022	1,779	,101	,457	,668
	Laptop based materials (% of times used in calls)	,019	1,716	,112	,444	,844
	Printed material (% of times used in calls)	-,032	-2,430	,032	-,574	,469
	Very useful (% of calls)	-,022	-1,389	,190	-,372	,433
	Increase / Will begin to prescribe (% of calls)	-,009	-,566	,582	-,161	,507
	Year 2015 (dummy)	-,009	-,358	,727	-,103	,198
	Ln Sales in DDDs lagged one period	,032	,601	,559	,171	,042
11	Ln Detailing flow (calls)	,017	2,132	,056	,541	,657
	Ln Journal advertising flow	,013	1,305	,219	,366	,543
	Ln Mailing flow	,005	,367	,720	,110	,288
	Ln Competitive global marketing expenditures flow	,003	,278	,786	,083	,628
	Ln Average drug price per DDD	-,020	-,755	,466	-,222	,083
	Ipad / Tablet (% of times used in calls)	,019	2,482	,030	,599	,664
	Laptop based materials (% of times used in calls)	,007	,715	,490	,211	,691
	Printed material (% of times used in calls)	-,024	-2,558	,027	-,611	,443
	Very useful (% of calls)	-,022	-2,268	,044	-,564	,433
	Increase / Will begin to prescribe (% of calls)	-,005	-,500	,627	-,149	,504
	Year 2015 (dummy)	,020	1,116	,288	,319	,166
	Ln Sales in DDDs lagged one period	,019	,508	,622	,151	,042
12	Ln Detailing flow (calls)	,008	,851	,415	,260	,403
	Ln Journal advertising flow	,004	,364	,723	,114	,424
	Ln Mailing flow	,003	,250	,807	,079	,287
	Ln Competitive global marketing expenditures flow	-,012	-1,291	,226	-,378	,440
	Ln Average drug price per DDD	-,008	-,332	,747	-,104	,078
	Ipad / Tablet (% of times used in calls)	,012	1,357	,204	,394	,459
	Laptop based materials (% of times used in calls)	-,009	-,928	,375	-,282	,418
	Very useful (% of calls)	-,022	-3,168	,010	-,708	,433
	Increase / Will begin to prescribe (% of calls)	-,009	-,995	,343	-,300	,494
	Year 2015 (dummy)	,017	1,141	,281	,339	,165
	Ln Sales in DDDs lagged one period	-,003	-,080	,938	-,025	,039
13	Ln Detailing flow (calls)	,016	2,840	,019	,687	,369
	Ln Journal advertising flow	-,002	-,208	,840	-,069	,402
	Ln Mailing flow	-,006	-,653	,530	-,213	,258
	Ln Competitive global marketing expenditures flow	,000	,021	,984	,007	,312
	Ln Average drug price per DDD	-,002	-,111	,914	-,037	,077
	Ipad / Tablet (% of times used in calls)	,016	3,113	,012	,720	,448
	Laptop based materials (% of times used in calls)	-,004	-,575	,580	-,188	,398

	Increase / Will begin to prescribe (% of calls)	,007	,840	,422	,270	,296
	Year 2015 (dummy)	-,007	-,478	,644	-,157	,105
	Ln Sales in DDDs lagged one period	,008	,321	,756	,106	,038
14	Ln Detailing flow (calls)	,012	2,394	,044	,646	,316
	Ln Journal advertising flow	-,003	-,626	,549	-,216	,397
	Ln Mailing flow	,003	,365	,724	,128	,215
	Ln Competitive global marketing expenditures flow	-,004	-,689	,510	-,237	,295
	Ln Average drug price per DDD	-,007	-,549	,598	-,190	,076
	Laptop based materials (% of times used in calls)	-,004	-,715	,495	-,245	,398
	Increase / Will begin to prescribe (% of calls)	,010	1,803	,109	,537	,290
	Year 2015 (dummy)	-,003	-,315	,761	-,111	,103
	Ln Sales in DDDs lagged one period	-,008	-,405	,696	-,142	,035
15	Ln Journal advertising flow	-,001	-,249	,811	-,094	,376
	Ln Mailing flow	-,002	-,370	,722	-,139	,189
	Ln Competitive global marketing expenditures flow	-,007	-1,444	,192	-,479	,285
	Ln Average drug price per DDD	,003	,226	,828	,085	,065
	Laptop based materials (% of times used in calls)	-,006	-1,346	,220	-,454	,389
	Increase / Will begin to prescribe (% of calls)	,005	,816	,442	,295	,206
	Year 2015 (dummy)	-,012	-1,411	,201	-,471	,091
	Ln Sales in DDDs lagged one period	-,003	-,188	,856	-,071	,034
16	Ln Journal advertising flow	,001	,262	,800	,092	,457
	Ln Mailing flow	-,001	-,202	,845	-,071	,192
	Ln Competitive global marketing expenditures flow	-,004	-,761	,468	-,260	,328
	Ln Average drug price per DDD	,002	,138	,894	,049	,065
	Laptop based materials (% of times used in calls)	-,002	-,469	,652	-,164	,512
	Printed material (% of times used in calls)	-,007	-1,252	,246	-,405	,240
	Increase / Will begin to prescribe (% of calls)	,005	,737	,482	,252	,207
	Year 2015 (dummy)	-,012	-1,396	,200	-,443	,091
	Ln Sales in DDDs lagged one period	,000	-,017	,987	-,006	,035

9.4. Product PA1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,726	,527	,517	,059419206	,527	51,273

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,181	1	,181	51,273	,000
	Residual	,162	46	,004		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,981	,038		363,868	,000
	Drug age	,004	,001	,726	7,161	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,083	-,563	,576	-,084	,478
	Ln Sales in DDDs lagged two periods	,091	,589	,558	,088	,439
	Ln Detailing flow (calls)	,036	,352	,727	,052	,980
	Ln Journal advertising flow	,027	,197	,844	,029	,551
	Ln Mailing flow	-,095	-,758	,452	-,112	,655

	Ln Competitive global marketing expenditures flow	,052	,369	,714	,055	,534
	Ln Detailing stock (calls)	,077	,673	,505	,100	,803
	Ln Other marketing expenditures stock	-,006	-,043	,966	-,006	,589
	Ln Competitive global marketing expenditures stock	,315	1,150	,256	,169	,136
	Ln Average drug price per DDD	-,263	-1,552	,128	-,225	,347
	Ln Average competitors price per DDD	-,031	-,102	,920	-,015	,111
	Drug age^2	-1,383	-1,403	,168	-,205	,010
	Ln Drug price x Ln Detailing flow	-,205	-1,277	,208	-,187	,393
	Ln Drug price x drug age	-,248	-,999	,323	-,147	,166
	Ipad / Tablet (% of times used in calls)	,137	1,135	,263	,167	,697
	Laptop based materials (% of times used in calls)	,137	1,362	,180	,199	,994
	Printed material (% of times used in calls)	,195	1,970	,055	,282	,991
	Very useful (% of calls)	,015	,143	,887	,021	,913
	Increase / Will begin to prescribe (% of calls)	,075	,697	,489	,103	,899
	Ln Avg number of products presented during the calls	-,030	-,285	,777	-,042	,951
	Quarter 2 (dummy)	,034	,334	,740	,050	,996
	Quarter 3 (dummy)	,061	,592	,557	,088	,996
	Quarter 4 (dummy)	,184	1,822	,075	,262	,965
	Year 2013 (dummy)	,114	1,087	,283	,160	,937
	Year 2014 (dummy)	-,037	-,349	,729	-,052	,937
	Year 2015 (dummy)	-,133	-,862	,393	-,127	,437

9.5. Product PA2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Quarter 4 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,684	,468	,456	,054156812	,468	40,470
2	,724	,525	,503	,051761734	,057	5,355
3	,754	,569	,539	,049850416	,044	4,517

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,025
3	1	44	,039

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,119	1	,119	40,470	,000
	Residual	,135	46	,003		
	Total	,254	47			
2	Regression	,133	2	,067	24,829	,000
	Residual	,121	45	,003		
	Total	,254	47			
3	Regression	,144	3	,048	19,352	,000
	Residual	,109	44	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,635	,069		211,981
	Ln Average competitors price per DDD	-1,556	,245	-,684	-6,362
2	(Constant)	14,611	,067		218,664
	Ln Average competitors price per DDD	-1,505	,235	-,662	-6,409
	Quarter 4 (dummy)	,040	,017	,239	2,314
3	(Constant)	18,683	1,917		9,746
	Ln Average competitors price per DDD	-1,889	,289	-,831	-6,526
	Quarter 4 (dummy)	,046	,017	,272	2,706
	Ln Sales in DDDs lagged one period	-,279	,131	-,274	-2,125

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Average competitors price per DDD	,000
2	(Constant)	,000
	Ln Average competitors price per DDD	,000
	Quarter 4 (dummy)	,025
3	(Constant)	,000
	Ln Average competitors price per DDD	,000
	Quarter 4 (dummy)	,010
	Ln Sales in DDDs lagged one period	,039

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,219	-1,614	,114	-,234	,605
	Ln Sales in DDDs lagged two periods	,054	,402	,689	,060	,648
	Ln Detailing flow (calls)	-,082	-,631	,531	-,094	,691
	Ln Journal advertising flow	,090	,837	,407	,124	,998
	Ln Mailing flow	,016	,151	,881	,023	,998
	Ln Competitive global marketing expenditures flow	,076	,609	,546	,090	,747
	Ln Detailing stock (calls)	-,216	-1,625	,111	-,235	,633
	Ln Other marketing expenditures stock	-,298	-1,814	,076	-,261	,408
	Ln Competitive global marketing expenditures stock	-,089	-,486	,629	-,072	,351
	Ln Average drug price per DDD	-,203	-,816	,419	-,121	,188
	Drug age	,364	1,631	,110	,236	,225
	Drug age^2	,308	1,578	,122	,229	,293
	Ln Drug price x Ln Detailing flow	-,157	-,783	,438	-,116	,290
	Ipad / Tablet (% of times used in calls)	-,127	-,772	,444	-,114	,428
	Laptop based materials (% of times used in calls)	-,012	-,107	,915	-,016	,938

	Printed material (% of times used in calls)	,193	1,840	,072	,264	,999
	Very useful (% of calls)	-,041	-,318	,752	-,047	,723
	Increase / Will begin to prescribe (% of calls)	-,171	-1,573	,123	-,228	,947
	Ln Avg number of products presented during the calls	-,030	-,245	,807	-,037	,814
	Quarter 2 (dummy)	-,131	-1,217	,230	-,179	,992
	Quarter 3 (dummy)	,049	,453	,652	,067	,992
	Quarter 4 (dummy)	,239	2,314	,025	,326	,991
	Year 2013 (dummy)	-,112	-1,038	,305	-,153	,999
	Year 2014 (dummy)	-,054	-,448	,656	-,067	,824
	Year 2015 (dummy)	,119	,978	,334	,144	,783
2	Ln Sales in DDDs lagged one period	-,274	-2,125	,039	-,305	,590
	Ln Sales in DDDs lagged two periods	,021	,162	,872	,024	,639
	Ln Detailing flow (calls)	-,020	-,157	,876	-,024	,658
	Ln Journal advertising flow	,084	,814	,420	,122	,997
	Ln Mailing flow	,028	,271	,788	,041	,996
	Ln Competitive global marketing expenditures flow	,104	,865	,392	,129	,740
	Ln Detailing stock (calls)	-,180	-1,397	,170	-,206	,623
	Ln Other marketing expenditures stock	-,169	-,946	,349	-,141	,332
	Ln Competitive global marketing expenditures stock	-,078	-,446	,658	-,067	,351
	Ln Average drug price per DDD	-,259	-1,092	,281	-,162	,187
	Drug age	,265	1,197	,238	,178	,213
	Drug age^2	,228	1,180	,244	,175	,281
	Ln Drug price x Ln Detailing flow	-,132	-,686	,497	-,103	,289
	Ipad / Tablet (% of times used in calls)	-,075	-,469	,642	-,070	,418
	Laptop based materials (% of times used in calls)	-,036	-,331	,743	-,050	,930
	Printed material (% of times used in calls)	,156	1,518	,136	,223	,968
	Very useful (% of calls)	-,050	-,410	,684	-,062	,722
	Increase / Will begin to prescribe (% of calls)	-,137	-1,293	,203	-,191	,925
	Ln Avg number of products presented during the calls	-,021	-,178	,859	-,027	,813
	Quarter 2 (dummy)	-,055	-,497	,622	-,075	,875
	Quarter 3 (dummy)	,150	1,373	,177	,203	,874
	Year 2013 (dummy)	-,112	-1,093	,280	-,163	,999
	Year 2014 (dummy)	-,042	-,369	,714	-,056	,822
	Year 2015 (dummy)	,133	1,143	,259	,170	,781
3	Ln Sales in DDDs lagged two periods	-,023	-,183	,855	-,028	,622
	Ln Detailing flow (calls)	-,130	-,992	,327	-,150	,574
	Ln Journal advertising flow	,106	1,069	,291	,161	,987
	Ln Mailing flow	,057	,565	,575	,086	,979
	Ln Competitive global marketing expenditures flow	,014	,111	,912	,017	,636
	Ln Detailing stock (calls)	-,243	-1,957	,057	-,286	,598
	Ln Other marketing expenditures stock	-,281	-1,608	,115	-,238	,310
	Ln Competitive global marketing expenditures stock	-,107	-,635	,529	-,096	,349
	Ln Average drug price per DDD	-,367	-1,601	,117	-,237	,180

	Drug age	,402	1,870	,068	,274	,200
	Drug age^2	,341	1,821	,076	,268	,265
	Ln Drug price x Ln Detailing flow	-,267	-1,405	,167	-,210	,265
	Ipad / Tablet (% of times used in calls)	-,117	-,754	,455	-,114	,412
	Laptop based materials (% of times used in calls)	-,041	-,396	,694	-,060	,929
	Printed material (% of times used in calls)	,172	1,742	,089	,257	,964
	Very useful (% of calls)	,005	,042	,967	,006	,687
	Increase / Will begin to prescribe (% of calls)	-,126	-1,226	,227	-,184	,923
	Ln Avg number of products presented during the calls	-,122	-1,035	,306	-,156	,705
	Quarter 2 (dummy)	-,073	-,682	,499	-,103	,870
	Quarter 3 (dummy)	,184	1,763	,085	,260	,857
	Year 2013 (dummy)	-,146	-1,482	,146	-,220	,977
	Year 2014 (dummy)	-,054	-,490	,627	-,074	,820
	Year 2015 (dummy)	,186	1,665	,103	,246	,751

9.6. Product PA3

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Quarter 4 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,827	,685	,678	,054072371	,685	99,825
2	,847	,718	,705	,051689118	,033	5,340

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,025

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,292	1	,292	99,825	,000
	Residual	,134	46	,003		
	Total	,426	47			
2	Regression	,306	2	,153	57,291	,000
	Residual	,120	45	,003		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,376	,072		198,837
	Ln Average competitors price per DDD	-2,558	,256	-,827	-9,991
2	(Constant)	14,352	,070		205,325
	Ln Average competitors price per DDD	-2,507	,246	-,811	-10,206
	Quarter 4 (dummy)	,040	,017	,184	2,311

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Average competitors price per DDD	,000
2	(Constant)	,000
	Ln Average competitors price per DDD	,000
	Quarter 4 (dummy)	,025

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,109	-,726	,472	-,108	,305
	Ln Sales in DDDs lagged two periods	,268	1,927	,060	,276	,334
	Ln Detailing flow (calls)	-,006	-,071	,944	-,011	,948
	Ln Journal advertising flow	,046	,547	,587	,081	,976
	Ln Mailing flow	-,152	-1,825	,075	-,262	,945
	Ln Competitive global marketing expenditures flow	,092	,842	,404	,125	,577
	Ln Detailing stock (calls)	,064	,705	,484	,105	,831
	Ln Other marketing expenditures stock	-,041	-,471	,640	-,070	,930
	Ln Competitive global marketing expenditures stock	-,193	-1,468	,149	-,214	,388
	Ln Average drug price per DDD	-,010	-,045	,964	-,007	,140
	Drug age	,311	1,691	,098	,244	,195
	Drug age^2	,213	1,372	,177	,200	,278
	Ln Drug price x Ln Detailing flow	-,052	-,253	,802	-,038	,165
	Ipad / Tablet (% of times used in calls)	-,052	-,482	,632	-,072	,588
	Laptop based materials (% of times used in calls)	-,105	-1,216	,230	-,178	,918
	Printed material (% of times used in calls)	,163	1,951	,057	,279	,923
	Very useful (% of calls)	,147	1,658	,104	,240	,838

	Increase / Will begin to prescribe (% of calls)	-,066	-,771	,445	-,114	,943
	Ln Avg number of products presented during the calls	-,036	-,434	,666	-,065	1,000
	Quarter 2 (dummy)	-,107	-1,297	,201	-,190	,993
	Quarter 3 (dummy)	-,002	-,020	,984	-,003	,993
	Quarter 4 (dummy)	,184	2,311	,025	,326	,992
	Year 2013 (dummy)	,021	,254	,801	,038	,995
	Year 2014 (dummy)	-,081	-,880	,383	-,130	,812
	Year 2015 (dummy)	,080	,844	,403	,125	,761
2	Ln Sales in DDDs lagged one period	-,181	-1,246	,219	-,185	,293
	Ln Sales in DDDs lagged two periods	,236	1,753	,087	,256	,330
	Ln Detailing flow (calls)	,038	,449	,656	,067	,901
	Ln Journal advertising flow	,077	,949	,348	,142	,952
	Ln Mailing flow	-,136	-1,698	,097	-,248	,938
	Ln Competitive global marketing expenditures flow	,134	1,283	,206	,190	,562
	Ln Detailing stock (calls)	,045	,510	,613	,077	,822
	Ln Other marketing expenditures stock	-,041	-,498	,621	-,075	,930
	Ln Competitive global marketing expenditures stock	-,154	-1,204	,235	-,179	,380
	Ln Average drug price per DDD	-,065	-,304	,763	-,046	,138
	Drug age	,223	1,210	,233	,179	,183
	Drug age^2	,145	,939	,353	,140	,265
	Ln Drug price x Ln Detailing flow	-,013	-,066	,947	-,010	,164
	Ipad / Tablet (% of times used in calls)	-,066	-,634	,529	-,095	,586
	Laptop based materials (% of times used in calls)	-,124	-1,513	,137	-,222	,909
	Printed material (% of times used in calls)	,160	2,004	,051	,289	,923
	Very useful (% of calls)	,158	1,875	,067	,272	,836
	Increase / Will begin to prescribe (% of calls)	-,084	-1,022	,312	-,152	,935
	Ln Avg number of products presented during the calls	-,064	-,796	,431	-,119	,979
	Quarter 2 (dummy)	-,050	-,585	,562	-,088	,876
	Quarter 3 (dummy)	,070	,819	,417	,123	,876
	Year 2013 (dummy)	,020	,251	,803	,038	,995
	Year 2014 (dummy)	-,073	-,822	,416	-,123	,811
	Year 2015 (dummy)	,091	1,003	,322	,149	,759

9.7. Product PA4

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Detailing stock (calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Year 2014 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,888	,788	,782	,379531802	,788	115,468
2	,972	,945	,942	,195983240	,157	86,257
3	,980	,961	,957	,169315075	,015	11,195

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	31	,000
2	1	30	,000
3	1	29	,002

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,632	1	16,632	115,468	,000
	Residual	4,465	31	,144		
	Total	21,098	32			
2	Regression	19,946	2	9,973	259,644	,000
	Residual	1,152	30	,038		
	Total	21,098	32			
3	Regression	20,267	3	6,756	235,649	,000
	Residual	,831	29	,029		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10,091	,225		44,844
	Drug age	,075	,007	,888	10,746
2	(Constant)	1,080	,977		1,105
	Drug age	,089	,004	1,059	22,786
	Ln Detailing stock (calls)	,998	,107	,431	9,287
3	(Constant)	1,949	,883		2,206
	Drug age	,089	,003	1,055	26,292
	Ln Detailing stock (calls)	,889	,098	,384	9,024
	Year 2014 (dummy)	,219	,065	,132	3,346

Coefficients

Model		Sig.
1	(Constant)	,000
	Drug age	,000
2	(Constant)	,278
	Drug age	,000
	Ln Detailing stock (calls)	,000
3	(Constant)	,035
	Drug age	,000
	Ln Detailing stock (calls)	,000
	Year 2014 (dummy)	,002

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,427	6,446	,000	,762	,674
	Ln Sales in DDDs lagged two periods	,448	6,756	,000	,777	,635
	Ln Detailing flow (calls)	,052	,328	,745	,060	,285
	Ln Journal advertising flow	,018	,207	,837	,038	,981
	Ln Mailing flow	-,014	-,168	,868	-,031	,951
	Ln Competitive global marketing expenditures flow	-,015	-,125	,902	-,023	,469
	Ln Detailing stock (calls)	,431	9,287	,000	,861	,844
	Ln Other marketing expenditures stock	,123	1,363	,183	,242	,811
	Ln Competitive global marketing expenditures stock	,163	,763	,451	,138	,152
	Ln Average competitors price per DDD	-,250	-3,054	,005	-,487	,801
	Drug age^2	-2,501	-6,004	,000	-,739	,018
	Ipad / Tablet (% of times used in calls)	,052	,609	,547	,110	,940
	Laptop based materials (% of times used in calls)	-,045	-,538	,595	-,098	,986
	Printed material (% of times used in calls)	-,085	-1,021	,315	-,183	,990
	Very useful (% of calls)	-,132	-1,408	,169	-,249	,756
	Increase / Will begin to prescribe (% of calls)	-,216	-1,559	,129	-,274	,340

	Ln Avg number of products presented during the calls	,018	,159	,875	,029	,533
	Quarter 2 (dummy)	-,193	-2,470	,019	-,411	,963
	Quarter 3 (dummy)	,054	,643	,525	,117	1,000
	Quarter 4 (dummy)	,042	,492	,626	,090	,963
	Year 2014 (dummy)	,250	3,509	,001	,539	,986
	Year 2015 (dummy)	-,415	-3,146	,004	-,498	,305
2	Ln Sales in DDDs lagged one period	-,084	-,651	,520	-,120	,112
	Ln Sales in DDDs lagged two periods	-,014	-,107	,916	-,020	,113
	Ln Detailing flow (calls)	,075	,931	,360	,170	,285
	Ln Journal advertising flow	,003	,070	,945	,013	,980
	Ln Mailing flow	-,029	-,650	,521	-,120	,950
	Ln Competitive global marketing expenditures flow	-,034	-,545	,590	-,101	,468
	Ln Other marketing expenditures stock	-,116	-2,288	,030	-,391	,623
	Ln Competitive global marketing expenditures stock	,009	,078	,939	,014	,148
	Ln Average competitors price per DDD	-,137	-3,151	,004	-,505	,739
	Drug age^2	-1,076	-2,956	,006	-,481	,011
	Ipad / Tablet (% of times used in calls)	,101	2,478	,019	,418	,927
	Laptop based materials (% of times used in calls)	-,034	-,782	,441	-,144	,985
	Printed material (% of times used in calls)	-,016	-,364	,719	-,067	,961
	Very useful (% of calls)	,011	,207	,837	,038	,683
	Increase / Will begin to prescribe (% of calls)	-,076	-1,010	,321	-,184	,325
	Ln Avg number of products presented during the calls	-,053	-,904	,373	-,166	,524
	Quarter 2 (dummy)	-,058	-1,252	,221	-,226	,843
	Quarter 3 (dummy)	,030	,700	,490	,129	,996
	Quarter 4 (dummy)	-,009	-,211	,834	-,039	,947
	Year 2014 (dummy)	,132	3,346	,002	,528	,877
	Year 2015 (dummy)	-,190	-2,508	,018	-,422	,269
3	Ln Sales in DDDs lagged one period	-,065	-,580	,567	-,109	,111
	Ln Sales in DDDs lagged two periods	-,058	-,522	,606	-,098	,111
	Ln Detailing flow (calls)	,090	1,324	,196	,243	,284
	Ln Journal advertising flow	,019	,496	,624	,093	,964
	Ln Mailing flow	-,005	-,121	,904	-,023	,915
	Ln Competitive global marketing expenditures flow	,050	,843	,406	,157	,385
	Ln Other marketing expenditures stock	-,018	-,272	,787	-,051	,334
	Ln Competitive global marketing expenditures stock	-,020	-,204	,840	-,039	,147
	Ln Average competitors price per DDD	-,059	-,755	,457	-,141	,229
	Drug age^2	-,492	-,998	,327	-,185	,006
	Ipad / Tablet (% of times used in calls)	,041	,873	,390	,163	,617
	Laptop based materials (% of times used in calls)	-,015	-,382	,705	-,072	,961
	Printed material (% of times used in calls)	-,010	-,257	,799	-,049	,958
	Very useful (% of calls)	,051	1,120	,272	,207	,640

	Increase / Will begin to prescribe (% of calls)	,011	,154	,879	,029	,275
	Ln Avg number of products presented during the calls	-,041	-,801	,430	-,150	,521
	Quarter 2 (dummy)	-,066	-1,695	,101	-,305	,840
	Quarter 3 (dummy)	,038	1,028	,313	,191	,993
	Quarter 4 (dummy)	-,002	-,039	,969	-,007	,944
	Year 2015 (dummy)	,035	,263	,795	,050	,078

9.8. Product PA5

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age^2	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Drug price x Ln Detailing flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,379	,144	,125	,055226748	,144	7,732
2	,476	,226	,192	,053086392	,082	4,784

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,008
2	1	45	,034

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,024	1	,024	7,732	,008
	Residual	,140	46	,003		
	Total	,164	47			
2	Regression	,037	2	,019	6,576	,003
	Residual	,127	45	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	13,025	,018		736,924
	Drug age^2	1,542E-5	,000	,379	2,781
2	(Constant)	12,706	,147		86,507
	Drug age^2	2,766E-5	,000	,680	3,579
	Ln Drug price x Ln Detailing flow	,144	,066	,416	2,187

Coefficients

Model		Sig.
1	(Constant)	,000
	Drug age^2	,008
2	(Constant)	,000
	Drug age^2	,001
	Ln Drug price x Ln Detailing flow	,034

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,173	-1,200	,237	-,176	,888
	Ln Sales in DDDs lagged two periods	-,007	-,049	,961	-,007	,882
	Ln Detailing flow (calls)	,277	1,963	,056	,281	,881
	Ln Journal advertising flow	-,007	-,049	,961	-,007	,935
	Ln Mailing flow	-,109	-,760	,451	-,113	,912
	Ln Competitive global marketing expenditures flow	,296	1,542	,130	,224	,490
	Ln Detailing stock (calls)	,136	,731	,468	,108	,545
	Ln Other marketing expenditures stock	-,106	-,771	,444	-,114	,999
	Ln Competitive global marketing expenditures stock	,847	1,939	,059	,278	,092
	Ln Average drug price per DDD	,494	1,364	,179	,199	,139
	Ln Average competitors price per DDD	-,098	-,345	,732	-,051	,233
	Drug age	-,035	-,030	,976	-,005	,014
	Ln Drug price x Ln Detailing flow	,416	2,187	,034	,310	,476
	Ipad / Tablet (% of times used in calls)	-,019	-,134	,894	-,020	,941
	Laptop based materials (% of times used in calls)	-,049	-,350	,728	-,052	,979
	Printed material (% of times used in calls)	,144	1,012	,317	,149	,916
	Very useful (% of calls)	-,021	-,146	,884	-,022	,923

	Increase / Will begin to prescribe (% of calls)	-,021	-,138	,891	-,021	,793
	Ln Avg number of products presented during the calls	,084	,580	,565	,086	,900
	Quarter 2 (dummy)	,028	,204	,839	,030	,996
	Quarter 3 (dummy)	,008	,057	,955	,008	,997
	Quarter 4 (dummy)	,232	1,700	,096	,246	,964
	Year 2013 (dummy)	,205	1,445	,155	,211	,906
	Year 2014 (dummy)	-,228	-1,674	,101	-,242	,964
	Year 2015 (dummy)	,099	,429	,670	,064	,356
2	Ln Sales in DDDs lagged one period	-,162	-1,167	,249	-,173	,887
	Ln Sales in DDDs lagged two periods	,038	,269	,789	,041	,863
	Ln Detailing flow (calls)	,054	,194	,847	,029	,229
	Ln Journal advertising flow	,041	,295	,769	,045	,911
	Ln Mailing flow	-,175	-1,259	,215	-,187	,876
	Ln Competitive global marketing expenditures flow	,151	,729	,470	,109	,404
	Ln Detailing stock (calls)	,082	,453	,653	,068	,534
	Ln Other marketing expenditures stock	-,043	-,313	,756	-,047	,947
	Ln Competitive global marketing expenditures stock	,783	1,855	,070	,269	,092
	Ln Average drug price per DDD	-,039	-,081	,936	-,012	,077
	Ln Average competitors price per DDD	-,558	-1,798	,079	-,262	,170
	Drug age	,999	,841	,405	,126	,012
	Ipad / Tablet (% of times used in calls)	,009	,065	,949	,010	,932
	Laptop based materials (% of times used in calls)	,036	,258	,798	,039	,901
	Printed material (% of times used in calls)	,175	1,282	,207	,190	,907
	Very useful (% of calls)	-,006	-,044	,965	-,007	,920
	Increase / Will begin to prescribe (% of calls)	-,007	-,044	,965	-,007	,792
	Ln Avg number of products presented during the calls	,072	,519	,606	,078	,899
	Quarter 2 (dummy)	,073	,542	,590	,081	,974
	Quarter 3 (dummy)	,106	,764	,449	,114	,903
	Quarter 4 (dummy)	,147	1,028	,309	,153	,844
	Year 2013 (dummy)	,140	,987	,329	,147	,854
	Year 2014 (dummy)	-,074	-,427	,671	-,064	,584
	Year 2015 (dummy)	-,161	-,644	,523	-,097	,278

9.9. Product HE1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Printed material (% of times used in calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Ln Detailing stock (calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,875	,765	,760	,055646890	,765	149,803
2	,896	,802	,793	,051656879	,037	8,381
3	,906	,821	,809	,049639085	,019	4,733
4	,916	,839	,825	,047576707	,018	4,897

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,006
3	1	44	,035
4	1	43	,032

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	1	,464	149,803	,000
	Residual	,142	46	,003		
	Total	,606	47			
2	Regression	,486	2	,243	91,109	,000
	Residual	,120	45	,003		
	Total	,606	47			
3	Regression	,498	3	,166	67,356	,000
	Residual	,108	44	,002		
	Total	,606	47			
4	Regression	,509	4	,127	56,216	,000
	Residual	,097	43	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,150	,046		306,165
	Drug age	,007	,001	,875	12,239
2	(Constant)	14,102	,046		306,534
	Drug age	,007	,001	,851	12,732
	Printed material (% of times used in calls)	,145	,050	,194	2,895
3	(Constant)	18,152	1,862		9,748
	Drug age	,009	,001	1,097	8,440
	Printed material (% of times used in calls)	,153	,048	,203	3,154
	Ln Sales in DDDs lagged one period	-,286	,132	-,283	-2,175
4	(Constant)	18,481	1,791		10,319
	Drug age	,012	,002	1,491	6,862
	Printed material (% of times used in calls)	,116	,049	,155	2,361
	Ln Sales in DDDs lagged one period	-,361	,131	-,357	-2,765
	Ln Detailing stock (calls)	,071	,032	,356	2,213

Coefficients

Model		Sig.
1	(Constant)	,000
	Drug age	,000
2	(Constant)	,000
	Drug age	,000
	Printed material (% of times used in calls)	,006
3	(Constant)	,000
	Drug age	,000
	Printed material (% of times used in calls)	,003
	Ln Sales in DDDs lagged one period	,035
4	(Constant)	,000
	Drug age	,000
	Printed material (% of times used in calls)	,023
	Ln Sales in DDDs lagged one period	,008
	Ln Detailing stock (calls)	,032

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,255	-1,795	,079	-,258	,241
	Ln Sales in DDDs lagged two periods	,038	,248	,805	,037	,220
	Ln Detailing flow (calls)	,058	,503	,617	,075	,389
	Ln Journal advertising flow	-,027	-,350	,728	-,052	,903
	Ln Mailing flow	-,138	-1,997	,052	-,285	1,000
	Ln Competitive global marketing expenditures flow	,023	,310	,758	,046	,971
	Ln Detailing stock (calls)	,369	2,253	,029	,318	,175
	Ln Other marketing expenditures stock	,141	1,773	,083	,256	,768
	Ln Competitive global marketing expenditures stock	,078	1,080	,286	,159	,972
	Ln Average drug price per DDD	,197	,747	,459	,111	,074
	Ln Average competitors price per DDD	-,242	-2,671	,010	-,370	,549
	Drug age^2	-1,751	-1,988	,053	-,284	,006
	Ipad / Tablet (% of times used in calls)	-,041	-,407	,686	-,061	,522
	Laptop based materials (% of times used in calls)	,008	,106	,916	,016	,983
	Printed material (% of times used in calls)	,194	2,895	,006	,396	,985
	Very useful (% of calls)	,007	,094	,926	,014	,944
	Increase / Will begin to prescribe (% of calls)	,011	,146	,884	,022	,997
	Ln Avg number of products presented during the calls	,065	,912	,366	,135	,996
	Quarter 2 (dummy)	,027	,379	,707	,056	,996
	Quarter 3 (dummy)	-,033	-,456	,651	-,068	,996
	Quarter 4 (dummy)	,082	1,124	,267	,165	,965
	Year 2013 (dummy)	,011	,142	,888	,021	,937
	Year 2014 (dummy)	,094	1,283	,206	,188	,937
	Year 2015 (dummy)	-,161	-1,512	,137	-,220	,437
2	Ln Sales in DDDs lagged one period	-,283	-2,175	,035	-,312	,240
	Ln Sales in DDDs lagged two periods	,013	,088	,930	,013	,219
	Ln Detailing flow (calls)	-,026	-,231	,819	-,035	,361
	Ln Journal advertising flow	-,095	-1,315	,195	-,194	,823
	Ln Mailing flow	-,138	-2,166	,036	-,310	1,000
	Ln Competitive global marketing expenditures flow	,001	,020	,984	,003	,959
	Ln Detailing stock (calls)	,241	1,445	,156	,213	,155
	Ln Other marketing expenditures stock	,088	1,119	,269	,166	,710
	Ln Competitive global marketing expenditures stock	,066	,972	,336	,145	,968
	Ln Average drug price per DDD	,028	,112	,911	,017	,070
	Ln Average competitors price per DDD	-,137	-1,241	,221	-,184	,359
	Drug age^2	-1,007	-1,118	,270	-,166	,005
	Ipad / Tablet (% of times used in calls)	-,068	-,736	,465	-,110	,517

	Laptop based materials (% of times used in calls)	,060	,861	,394	,129	,922
	Very useful (% of calls)	,015	,214	,831	,032	,943
	Increase / Will begin to prescribe (% of calls)	,018	,271	,787	,041	,996
	Ln Avg number of products presented during the calls	,088	1,326	,192	,196	,983
	Quarter 2 (dummy)	-,006	-,088	,931	-,013	,966
	Quarter 3 (dummy)	-,009	-,138	,891	-,021	,981
	Quarter 4 (dummy)	,073	1,087	,283	,162	,963
	Year 2013 (dummy)	-,005	-,073	,942	-,011	,932
	Year 2014 (dummy)	,076	1,109	,273	,165	,929
	Year 2015 (dummy)	-,126	-1,250	,218	-,185	,430
3	Ln Sales in DDDs lagged two periods	-,073	-,508	,614	-,077	,203
	Ln Detailing flow (calls)	-,004	-,039	,969	-,006	,358
	Ln Journal advertising flow	-,108	-1,563	,125	-,232	,817
	Ln Mailing flow	-,130	-2,117	,040	-,307	,996
	Ln Competitive global marketing expenditures flow	-,036	-,533	,596	-,081	,900
	Ln Detailing stock (calls)	,356	2,213	,032	,320	,144
	Ln Other marketing expenditures stock	,116	1,538	,131	,228	,693
	Ln Competitive global marketing expenditures stock	,082	1,263	,213	,189	,957
	Ln Average drug price per DDD	,049	,201	,841	,031	,070
	Ln Average competitors price per DDD	-,211	-1,972	,055	-,288	,335
	Drug age^2	-1,631	-1,860	,070	-,273	,005
	Ipad / Tablet (% of times used in calls)	-,086	-,965	,340	-,146	,513
	Laptop based materials (% of times used in calls)	,020	,283	,778	,043	,846
	Very useful (% of calls)	,023	,343	,733	,052	,940
	Increase / Will begin to prescribe (% of calls)	,026	,398	,693	,061	,993
	Ln Avg number of products presented during the calls	,065	1,002	,322	,151	,953
	Quarter 2 (dummy)	,014	,207	,837	,032	,948
	Quarter 3 (dummy)	-,007	-,106	,916	-,016	,981
	Quarter 4 (dummy)	,065	1,000	,323	,151	,960
	Year 2013 (dummy)	-,006	-,088	,931	-,013	,932
	Year 2014 (dummy)	,109	1,645	,107	,243	,893
	Year 2015 (dummy)	-,167	-1,734	,090	-,256	,417
4	Ln Sales in DDDs lagged two periods	-,214	-1,483	,145	-,223	,175
	Ln Detailing flow (calls)	-,049	-,465	,645	-,071	,345
	Ln Journal advertising flow	-,131	-1,992	,053	-,294	,802
	Ln Mailing flow	-,098	-1,546	,130	-,232	,903
	Ln Competitive global marketing expenditures flow	-,078	-1,180	,244	-,179	,839
	Ln Other marketing expenditures stock	,065	,819	,417	,125	,599
	Ln Competitive global marketing expenditures stock	,055	,862	,394	,132	,915
	Ln Average drug price per DDD	,114	,486	,630	,075	,069
	Ln Average competitors price per DDD	-,201	-1,961	,057	-,290	,334
	Drug age^2	-1,190	-1,334	,189	-,202	,005
	Ipad / Tablet (% of times used in calls)	-,093	-1,089	,282	-,166	,512

	Laptop based materials (% of times used in calls)	,022	,329	,743	,051	,846
	Very useful (% of calls)	,034	,540	,592	,083	,934
	Increase / Will begin to prescribe (% of calls)	,048	,770	,445	,118	,969
	Ln Avg number of products presented during the calls	,065	1,041	,304	,159	,953
	Quarter 2 (dummy)	,033	,513	,611	,079	,931
	Quarter 3 (dummy)	,014	,220	,827	,034	,959
	Quarter 4 (dummy)	,064	1,025	,311	,156	,960
	Year 2013 (dummy)	-,010	-,153	,879	-,024	,931
	Year 2014 (dummy)	,057	,797	,430	,122	,724
	Year 2015 (dummy)	-,100	-,974	,336	-,149	,352

9.10. Product HE2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Journal advertising flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Average competitors price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,677	,459	,447	,056507974	,459	39,024
2	,731	,534	,514	,053005937	,075	7,279
3	,758	,574	,545	,051263077	,040	4,112
4	,794	,630	,596	,048326198	,056	6,510

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,010
3	1	44	,049
4	1	43	,014

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,125	1	,125	39,024	,000
	Residual	,147	46	,003		
	Total	,271	47			
2	Regression	,145	2	,073	25,815	,000
	Residual	,126	45	,003		
	Total	,271	47			
3	Regression	,156	3	,052	19,771	,000
	Residual	,116	44	,003		
	Total	,271	47			
4	Regression	,171	4	,043	18,313	,000
	Residual	,100	43	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,284	,038		373,292
	Drug age	,004	,001	,677	6,247
2	(Constant)	14,249	,038		373,056
	Drug age	,004	,001	,691	6,788
	Ln Journal advertising flow	,006	,002	,275	2,698
3	(Constant)	13,947	,153		90,942
	Drug age	,004	,001	,664	6,675
	Ln Journal advertising flow	,005	,002	,267	2,707
	Ln Average competitors price per DDD	-,276	,136	-,202	-2,028
4	(Constant)	18,599	1,829		10,170
	Drug age	,005	,001	,893	6,879
	Ln Journal advertising flow	,005	,002	,267	2,877
	Ln Average competitors price per DDD	-,346	,131	-,253	-2,640
	Ln Sales in DDDs lagged one period	-,331	,130	-,338	-2,552

Coefficients

Model		Sig.
1	(Constant)	,000
	Drug age	,000
2	(Constant)	,000
	Drug age	,000
	Ln Journal advertising flow	,010
3	(Constant)	,000
	Drug age	,000
	Ln Journal advertising flow	,010
	Ln Average competitors price per DDD	,049
4	(Constant)	,000
	Drug age	,000
	Ln Journal advertising flow	,006
	Ln Average competitors price per DDD	,011
	Ln Sales in DDDs lagged one period	,014

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,260	-1,758	,086	-,253	,513
	Ln Sales in DDDs lagged two periods	-,015	-,093	,926	-,014	,481
	Ln Detailing flow (calls)	,100	,590	,558	,088	,412
	Ln Journal advertising flow	,275	2,698	,010	,373	,997
	Ln Mailing flow	-,024	-,217	,829	-,032	,988
	Ln Competitive global marketing expenditures flow	,005	,046	,963	,007	,998
	Ln Detailing stock (calls)	,333	,836	,408	,124	,075
	Ln Other marketing expenditures stock	,056	,451	,654	,067	,766
	Ln Competitive global marketing expenditures stock	,029	,264	,793	,039	,980
	Ln Average drug price per DDD	,135	,504	,617	,075	,166
	Ln Average competitors price per DDD	-,212	-2,001	,051	-,286	,982
	Drug age^2	-1,744	-1,586	,120	-,230	,009
	Ln Drug price x Ln Detailing flow	-,008	-,043	,966	-,006	,353
	Ipad / Tablet (% of times used in calls)	,218	1,593	,118	,231	,610
	Laptop based materials (% of times used in calls)	-,105	-,969	,338	-,143	,999
	Printed material (% of times used in calls)	,131	1,171	,248	,172	,938
	Very useful (% of calls)	,055	,451	,654	,067	,807
	Increase / Will begin to prescribe (% of calls)	,129	1,139	,261	,167	,904
	Ln Avg number of products presented during the calls	,057	,518	,607	,077	,995
	Quarter 2 (dummy)	,050	,454	,652	,068	,996
	Quarter 3 (dummy)	-,078	-,715	,478	-,106	,996
	Quarter 4 (dummy)	,128	1,166	,250	,171	,965
	Year 2013 (dummy)	,002	,020	,984	,003	,937
	Year 2014 (dummy)	,104	,930	,358	,137	,937
	Year 2015 (dummy)	-,167	-1,017	,314	-,150	,437
2	Ln Sales in DDDs lagged one period	-,264	-1,915	,062	-,277	,513
	Ln Sales in DDDs lagged two periods	,008	,051	,960	,008	,479
	Ln Detailing flow (calls)	,143	,897	,375	,134	,408
	Ln Mailing flow	-,042	-,404	,688	-,061	,984
	Ln Competitive global marketing expenditures flow	-,014	-,135	,893	-,020	,993
	Ln Detailing stock (calls)	,303	,809	,423	,121	,075
	Ln Other marketing expenditures stock	,023	,194	,847	,029	,757
	Ln Competitive global marketing expenditures stock	,033	,319	,751	,048	,980
	Ln Average drug price per DDD	,064	,252	,802	,038	,164
	Ln Average competitors price per DDD	-,202	-2,028	,049	-,292	,980
	Drug age^2	-1,613	-1,561	,126	-,229	,009
	Ln Drug price x Ln Detailing flow	-,082	-,469	,641	-,071	,344

	Ipad / Tablet (% of times used in calls)	,203	1,580	,121	,232	,608
	Laptop based materials (% of times used in calls)	-,099	-,974	,335	-,145	,999
	Printed material (% of times used in calls)	,089	,833	,409	,125	,915
	Very useful (% of calls)	,061	,532	,597	,080	,806
	Increase / Will begin to prescribe (% of calls)	,171	1,614	,114	,236	,888
	Ln Avg number of products presented during the calls	-,033	-,300	,766	-,045	,897
	Quarter 2 (dummy)	,062	,607	,547	,091	,994
	Quarter 3 (dummy)	-,038	-,363	,719	-,055	,974
	Quarter 4 (dummy)	,067	,626	,535	,094	,913
	Year 2013 (dummy)	-,071	-,655	,516	-,098	,881
	Year 2014 (dummy)	,134	1,281	,207	,190	,928
	Year 2015 (dummy)	-,140	-,909	,368	-,136	,435
3	Ln Sales in DDDs lagged one period	-,338	-2,552	,014	-,363	,490
	Ln Sales in DDDs lagged two periods	-,050	-,344	,733	-,052	,461
	Ln Detailing flow (calls)	,199	1,283	,206	,192	,398
	Ln Mailing flow	,006	,055	,956	,008	,930
	Ln Competitive global marketing expenditures flow	-,091	-,864	,392	-,131	,883
	Ln Detailing stock (calls)	,256	,705	,485	,107	,074
	Ln Other marketing expenditures stock	,024	,207	,837	,032	,757
	Ln Competitive global marketing expenditures stock	-,048	-,441	,661	-,067	,847
	Ln Average drug price per DDD	-,068	-,269	,789	-,041	,153
	Drug age^2	-,365	-,257	,798	-,039	,005
	Ln Drug price x Ln Detailing flow	-,181	-1,045	,302	-,157	,322
	Ipad / Tablet (% of times used in calls)	,216	1,753	,087	,258	,607
	Laptop based materials (% of times used in calls)	-,158	-1,585	,120	-,235	,938
	Printed material (% of times used in calls)	-,064	-,487	,629	-,074	,567
	Very useful (% of calls)	,059	,532	,598	,081	,806
	Increase / Will begin to prescribe (% of calls)	,175	1,708	,095	,252	,888
	Ln Avg number of products presented during the calls	-,059	-,559	,579	-,085	,884
	Quarter 2 (dummy)	,016	,152	,880	,023	,938
	Quarter 3 (dummy)	-,064	-,629	,533	-,095	,959
	Quarter 4 (dummy)	,070	,678	,501	,103	,913
	Year 2013 (dummy)	-,174	-1,567	,124	-,232	,761
	Year 2014 (dummy)	,085	,804	,426	,122	,863
	Year 2015 (dummy)	,008	,046	,963	,007	,333
4	Ln Sales in DDDs lagged two periods	-,167	-1,177	,246	-,179	,421
	Ln Detailing flow (calls)	,051	,315	,755	,048	,329
	Ln Mailing flow	,055	,558	,579	,086	,895
	Ln Competitive global marketing expenditures flow	-,144	-1,454	,153	-,219	,850
	Ln Detailing stock (calls)	,364	1,064	,293	,162	,073
	Ln Other marketing expenditures stock	,038	,351	,727	,054	,755
	Ln Competitive global marketing expenditures stock	-,071	-,700	,488	-,107	,840

	Ln Average drug price per DDD	-,101	-,422	,675	-,065	,153
	Drug age^2	-,665	-,496	,622	-,076	,005
	Ln Drug price x Ln Detailing flow	-,105	-,624	,536	-,096	,310
	Ipad / Tablet (% of times used in calls)	,164	1,366	,179	,206	,584
	Laptop based materials (% of times used in calls)	-,145	-1,537	,132	-,231	,935
	Printed material (% of times used in calls)	-,049	-,395	,695	-,061	,566
	Very useful (% of calls)	,054	,519	,607	,080	,806
	Increase / Will begin to prescribe (% of calls)	,159	1,646	,107	,246	,884
	Ln Avg number of products presented during the calls	-,052	-,520	,606	-,080	,883
	Quarter 2 (dummy)	,047	,478	,635	,073	,923
	Quarter 3 (dummy)	-,083	-,869	,390	-,133	,953
	Quarter 4 (dummy)	,059	,604	,549	,093	,911
	Year 2013 (dummy)	-,177	-1,698	,097	-,253	,760
	Year 2014 (dummy)	,089	,886	,381	,135	,863
	Year 2015 (dummy)	,020	,124	,902	,019	,333

9.11. Product HE3

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged two periods	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Loss of exclusivity (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Year 2015 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,877	,769	,761	,111097850	,769	90,015
2	,926	,857	,846	,089004783	,088	16,068
3	,939	,881	,867	,082942107	,024	4,940
4	,948	,899	,883	,077805047	,018	4,410

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	1	27	,000
2	1	26	,000
3	1	25	,036
4	1	24	,046

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,111	1	1,111	90,015	,000
	Residual	,333	27	,012		
	Total	1,444	28			
2	Regression	1,238	2	,619	78,159	,000
	Residual	,206	26	,008		
	Total	1,444	28			
3	Regression	1,272	3	,424	61,648	,000
	Residual	,172	25	,007		
	Total	1,444	28			
4	Regression	1,299	4	,325	53,646	,000
	Residual	,145	24	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,419	1,560		,268
	Ln Sales in DDDs lagged two periods	,972	,102	,877	9,488
2	(Constant)	4,422	1,600		2,764
	Ln Sales in DDDs lagged two periods	,712	,105	,642	6,803
	Loss of exclusivity (dummy)	-,209	,052	-,378	-4,008
3	(Constant)	9,733	2,816		3,456
	Ln Sales in DDDs lagged two periods	,364	,184	,329	1,978
	Loss of exclusivity (dummy)	-,215	,049	-,390	-4,429
	Year 2015 (dummy)	-,302	,136	-,342	-2,223
4	(Constant)	16,853	4,298		3,921
	Ln Sales in DDDs lagged two periods	,362	,173	,327	2,095
	Loss of exclusivity (dummy)	-,278	,054	-,504	-5,101
	Year 2015 (dummy)	-,576	,182	-,654	-3,158
	Ln Sales in DDDs lagged one period	-,463	,220	-,405	-2,100

Coefficients

Model		Sig.
1	(Constant)	,790
	Ln Sales in DDDs lagged two periods	,000
2	(Constant)	,010
	Ln Sales in DDDs lagged two periods	,000
	Loss of exclusivity (dummy)	,000
3	(Constant)	,002
	Ln Sales in DDDs lagged two periods	,059
	Loss of exclusivity (dummy)	,000
	Year 2015 (dummy)	,036
4	(Constant)	,001
	Ln Sales in DDDs lagged two periods	,047
	Loss of exclusivity (dummy)	,000
	Year 2015 (dummy)	,004
	Ln Sales in DDDs lagged one period	,046

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,244	1,399	,174	,265	,270
	Ln Detailing flow (calls)	-,063	-,673	,507	-,131	,998
	Ln Mailing flow	-,013	-,132	,896	-,026	,979
	Ln Competitive global marketing expenditures flow	,122	1,288	,209	,245	,932
	Ln Detailing stock (calls)	,167	1,298	,206	,247	,506
	Ln Other marketing expenditures stock	,043	,458	,651	,089	,992
	Ln Competitive global marketing expenditures stock	,094	,989	,332	,191	,952
	Ln Average drug price per DDD	,022	,197	,845	,039	,738
	Ln Average competitors price per DDD	-,047	-,423	,676	-,083	,730
	Drug age	-,200	-1,495	,147	-,281	,455
	Ln Drug price x Ln Detailing flow	,078	,827	,416	,160	,967
	Loss of exclusivity (dummy)	-,378	-4,008	,000	-,618	,615
	Ipad / Tablet (% of times used in calls)	,081	,792	,436	,153	,834
	Printed material (% of times used in calls)	-,068	-,724	,476	-,141	,992
	Very useful (% of calls)	-,035	-,363	,719	-,071	,955
	Increase / Will begin to prescribe (% of calls)	,015	,159	,875	,031	,996
	Ln Avg number of products presented during the calls	,186	2,039	,052	,371	,916
	Quarter 2 (dummy)	,106	1,153	,259	,221	1,000
	Quarter 3 (dummy)	-,109	-1,181	,248	-,226	,981
	Quarter 4 (dummy)	,143	1,583	,126	,296	,994

	Year 2013 (dummy)	,127	1,387	,177	,262	,988
	Year 2014 (dummy)	-,132	-1,455	,158	-,274	,997
	Year 2015 (dummy)	-,301	-1,494	,147	-,281	,201
2	Ln Sales in DDDs lagged one period	,031	,196	,846	,039	,231
	Ln Detailing flow (calls)	-,050	-,668	,510	-,132	,996
	Ln Mailing flow	,026	,340	,737	,068	,963
	Ln Competitive global marketing expenditures flow	,089	1,163	,256	,227	,921
	Ln Detailing stock (calls)	,056	,509	,616	,101	,468
	Ln Other marketing expenditures stock	,080	1,066	,297	,209	,978
	Ln Competitive global marketing expenditures stock	,124	1,685	,104	,319	,944
	Ln Average drug price per DDD	-,114	-1,247	,224	-,242	,647
	Ln Average competitors price per DDD	-,069	-,791	,437	-,156	,727
	Drug age	,077	,569	,575	,113	,306
	Ln Drug price x Ln Detailing flow	,019	,236	,815	,047	,928
	Ipad / Tablet (% of times used in calls)	,029	,343	,734	,069	,812
	Printed material (% of times used in calls)	-,049	-,656	,518	-,130	,988
	Very useful (% of calls)	-,046	-,603	,552	-,120	,954
	Increase / Will begin to prescribe (% of calls)	-,029	-,377	,709	-,075	,975
	Ln Avg number of products presented during the calls	,079	,941	,356	,185	,782
	Quarter 2 (dummy)	,149	2,130	,043	,392	,981
	Quarter 3 (dummy)	-,100	-1,359	,186	-,262	,980
	Quarter 4 (dummy)	,077	1,001	,326	,196	,938
	Year 2013 (dummy)	,024	,301	,766	,060	,865
	Year 2014 (dummy)	,144	1,421	,168	,273	,516
	Year 2015 (dummy)	-,342	-2,223	,036	-,406	,201
3	Ln Sales in DDDs lagged one period	-,405	-2,100	,046	-,394	,113
	Ln Detailing flow (calls)	-,032	-,449	,657	-,091	,981
	Ln Mailing flow	,030	,412	,684	,084	,962
	Ln Competitive global marketing expenditures flow	,069	,946	,353	,190	,904
	Ln Detailing stock (calls)	,041	,402	,691	,082	,466
	Ln Other marketing expenditures stock	,070	,994	,330	,199	,973
	Ln Competitive global marketing expenditures stock	,059	,713	,483	,144	,701
	Ln Average drug price per DDD	-,074	-,839	,410	-,169	,614
	Ln Average competitors price per DDD	-,090	-1,112	,277	-,221	,718
	Drug age	,015	,113	,911	,023	,290
	Ln Drug price x Ln Detailing flow	,008	,116	,909	,024	,924

	Ipad / Tablet (% of times used in calls)	,054	,688	,498	,139	,796
	Printed material (% of times used in calls)	-,090	-1,272	,215	-,251	,936
	Very useful (% of calls)	-,073	-1,020	,318	-,204	,930
	Increase / Will begin to prescribe (% of calls)	-,092	-1,247	,225	-,247	,864
	Ln Avg number of products presented during the calls	,084	1,085	,289	,216	,781
	Quarter 2 (dummy)	,109	1,505	,145	,294	,864
	Quarter 3 (dummy)	-,086	-1,239	,227	-,245	,971
	Quarter 4 (dummy)	,055	,758	,456	,153	,919
	Year 2013 (dummy)	-,014	-,180	,859	-,037	,820
	Year 2014 (dummy)	,041	,358	,723	,073	,369
4	Ln Detailing flow (calls)	-,048	-,723	,477	-,149	,969
	Ln Mailing flow	,033	,495	,625	,103	,962
	Ln Competitive global marketing expenditures flow	,027	,363	,720	,076	,815
	Ln Detailing stock (calls)	,066	,680	,504	,140	,459
	Ln Other marketing expenditures stock	,096	1,469	,155	,293	,946
	Ln Competitive global marketing expenditures stock	,044	,558	,582	,116	,694
	Ln Average drug price per DDD	-,061	-,731	,472	-,151	,610
	Ln Average competitors price per DDD	-,101	-1,338	,194	-,269	,715
	Drug age	-,040	-,316	,755	-,066	,277
	Ln Drug price x Ln Detailing flow	,032	,455	,653	,094	,901
	Ipad / Tablet (% of times used in calls)	,025	,328	,746	,068	,765
	Printed material (% of times used in calls)	-,039	-,524	,605	-,109	,781
	Very useful (% of calls)	-,096	-1,443	,163	-,288	,910
	Increase / Will begin to prescribe (% of calls)	-,100	-1,470	,155	-,293	,862
	Ln Avg number of products presented during the calls	,073	,988	,334	,202	,776
	Quarter 2 (dummy)	,111	1,649	,113	,325	,864
	Quarter 3 (dummy)	-,093	-1,451	,160	-,290	,968
	Quarter 4 (dummy)	,043	,630	,535	,130	,912
	Year 2013 (dummy)	-,052	-,700	,491	-,144	,775
	Year 2014 (dummy)	,047	,429	,672	,089	,369

9.12. Product HE4

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged two periods	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,980	,978	,077034416	,980	546,130

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	11	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,241	1	3,241	546,130	,000
	Residual	,065	11	,006		
	Total	3,306	12			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	,234	,618		,378
	Ln Sales in DDDs lagged two periods	,983	,042	,990	23,369

Coefficients

Model		Sig.
1	(Constant)	,712
	Ln Sales in DDDs lagged two periods	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,204	,757	,466	,233	,026
	Ln Detailing flow (calls)	,062	1,549	,152	,440	,998
	Ln Competitive global marketing expenditures flow	-,053	-1,270	,233	-,373	,992
	Ln Detailing stock (calls)	-,032	-,593	,566	-,184	,654
	Ln Other marketing expenditures stock	-,082	-1,709	,118	-,475	,660
	Ln Competitive global marketing expenditures stock	-,050	-1,215	,252	-,359	,999
	Ln Average drug price per DDD	-,075	-,789	,448	-,242	,206
	Ln Average competitors price per DDD	-,041	-,552	,593	-,172	,350
	Drug age	,078	,497	,630	,155	,078
	Ln Drug price x Ln Detailing flow	-,082	-1,963	,078	-,527	,816
	Ln Drug price x Ln Detailing stock	,021	,466	,651	,146	,908
	Ln Global marketing expenditures stock x Ln Average competitors price	,023	,525	,611	,164	1,000
	Loss of exclusivity (dummy)	-,054	-,678	,513	-,210	,297
	Printed material (% of times used in calls)	-,020	-,431	,676	-,135	,918
	Very useful (% of calls)	,030	,630	,543	,195	,856
	Increase / Will begin to prescribe (% of calls)	,061	1,421	,186	,410	,882
	Ln Avg number of products presented during the calls	-,034	-,781	,453	-,240	,971
	Quarter 2 (dummy)	,027	,567	,583	,176	,848
	Quarter 3 (dummy)	,028	,632	,542	,196	,996
	Quarter 4 (dummy)	,019	,435	,673	,136	,964
	Year 2013 (dummy)	,016	,344	,738	,108	,957
	Year 2014 (dummy)	-,085	-1,751	,110	-,484	,646
	Year 2015 (dummy)	,059	1,330	,213	,388	,849

9.13. Product HE5

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Detailing stock (calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Drug age^2	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Ln Average competitors price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Quarter 4 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
6	Year 2014 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
7	Ln Avg number of products presented during the calls	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

8	Very useful (% of calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
9	Ipad / Tablet (% of times used in calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,874	,764	,757	,261513752	,764	107,026
2	,971	,943	,939	,130906492	,178	99,698
3	,988	,975	,973	,087232652	,033	41,063
4	,992	,984	,982	,071672205	,009	15,922
5	,994	,989	,987	,061109062	,005	12,268
6	,995	,990	,988	,057853786	,002	4,355
7	,996	,992	,990	,052335454	,002	7,216
8	,997	,994	,992	,047739930	,002	6,448
9	,997	,995	,993	,044390738	,001	5,071

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	33	,000
2	1	32	,000
3	1	31	,000
4	1	30	,000
5	1	29	,002
6	1	28	,046
7	1	27	,012
8	1	26	,017
9	1	25	,033

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,319	1	7,319	107,026	,000
	Residual	2,257	33	,068		
	Total	9,576	34			
2	Regression	9,028	2	4,514	263,413	,000
	Residual	,548	32	,017		
	Total	9,576	34			
3	Regression	9,340	3	3,113	409,154	,000
	Residual	,236	31	,008		
	Total	9,576	34			
4	Regression	9,422	4	2,356	458,555	,000
	Residual	,154	30	,005		
	Total	9,576	34			
5	Regression	9,468	5	1,894	507,082	,000

	Residual	,108	29	,004		
	Total	9,576	34			
6	Regression	9,483	6	1,580	472,185	,000
	Residual	,094	28	,003		
	Total	9,576	34			
7	Regression	9,502	7	1,357	495,612	,000
	Residual	,074	27	,003		
	Total	9,576	34			
8	Regression	9,517	8	1,190	521,974	,000
	Residual	,059	26	,002		
	Total	9,576	34			
9	Regression	9,527	9	1,059	537,194	,000
	Residual	,049	25	,002		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,895	,139		85,859	,000
	Drug age	,045	,004	,874	10,345	,000
2	(Constant)	9,569	,243		39,368	,000
	Drug age	,041	,002	,783	18,093	,000
	Ln Detailing stock (calls)	,298	,030	,432	9,985	,000
3	(Constant)	9,171	,173		52,866	,000
	Drug age	,113	,011	2,175	9,927	,000
	Ln Detailing stock (calls)	,228	,023	,331	10,055	,000
	Drug age^2	-,001	,000	-1,386	-6,408	,000
4	(Constant)	6,660	,645		10,320	,000
	Drug age	,112	,009	2,158	11,989	,000
	Ln Detailing stock (calls)	,201	,020	,291	10,086	,000
	Drug age^2	-,001	,000	-1,385	-7,793	,000
	Ln Average competitors price per DDD	-2,445	,613	-,103	-3,990	,000
5	(Constant)	5,503	,642		8,575	,000
	Drug age	,114	,008	2,203	14,303	,000
	Ln Detailing stock (calls)	,181	,018	,262	10,128	,000
	Drug age^2	-,001	,000	-1,454	-9,520	,000
	Ln Average competitors price per DDD	-3,581	,615	-,151	-5,823	,000
	Quarter 4 (dummy)	,101	,029	,084	3,503	,002
6	(Constant)	5,378	,611		8,809	,000
	Drug age	,098	,011	1,896	9,162	,000
	Ln Detailing stock (calls)	,185	,017	,268	10,856	,000
	Drug age^2	-,001	,000	-1,146	-5,545	,000
	Ln Average competitors price per DDD	-3,833	,595	-,162	-6,447	,000
	Quarter 4 (dummy)	,103	,027	,086	3,762	,001
	Year 2014 (dummy)	,064	,031	,058	2,087	,046
7	(Constant)	5,862	,581		10,090	,000
	Drug age	,088	,010	1,694	8,389	,000
	Ln Detailing stock (calls)	,184	,015	,267	11,977	,000
	Drug age^2	-,001	,000	-,941	-4,656	,000
	Ln Average competitors price per DDD	-3,384	,563	-,143	-6,009	,000

	Quarter 4 (dummy)	,106	,025	,089	4,288	,000
	Year 2014 (dummy)	,080	,028	,073	2,812	,009
	Ln Avg number of products presented during the calls	,371	,138	,057	2,686	,012
8	(Constant)	5,560	,543		10,239	,000
	Drug age	,095	,010	1,840	9,535	,000
	Ln Detailing stock (calls)	,198	,015	,287	13,157	,000
	Drug age^2	-,001	,000	-1,097	-5,646	,000
	Ln Average competitors price per DDD	-3,340	,514	-,141	-6,498	,000
	Quarter 4 (dummy)	,100	,023	,083	4,390	,000
	Year 2014 (dummy)	,079	,026	,072	3,063	,005
	Ln Avg number of products presented during the calls	,419	,127	,064	3,290	,003
	Very useful (% of calls)	,295	,116	,057	2,539	,017
9	(Constant)	5,132	,540		9,509	,000
	Drug age	,095	,009	1,832	10,202	,000
	Ln Detailing stock (calls)	,195	,014	,282	13,845	,000
	Drug age^2	-,001	,000	-1,083	-5,989	,000
	Ln Average competitors price per DDD	-3,726	,508	-,157	-7,339	,000
	Quarter 4 (dummy)	,128	,025	,107	5,208	,000
	Year 2014 (dummy)	,089	,024	,081	3,632	,001
	Ln Avg number of products presented during the calls	,479	,121	,074	3,944	,001
	Very useful (% of calls)	,324	,109	,062	2,977	,006
	Ipad / Tablet (% of times used in calls)	-,352	,157	-,042	-2,252	,033

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,467	9,081	,000	,849	,778
	Ln Sales in DDDs lagged two periods	,483	8,947	,000	,845	,722
	Ln Detailing flow (calls)	-,049	-,493	,626	-,087	,754
	Ln Journal advertising flow	,059	,670	,508	,118	,942
	Ln Mailing flow	-,058	-,640	,527	-,112	,873
	Ln Competitive global marketing expenditures flow	,344	2,374	,024	,387	,298
	Ln Detailing stock (calls)	,432	9,985	,000	,870	,955
	Ln Other marketing expenditures stock	,387	7,219	,000	,787	,975
	Ln Competitive global marketing expenditures stock	,758	4,256	,000	,601	,148
	Ln Average drug price per DDD	,061	,715	,480	,125	,983
	Ln Average competitors price per DDD	-,257	-3,402	,002	-,515	,948
	Drug age^2	-2,431	-6,312	,000	-,745	,022
	Ln Mailing flow x Ln Detailing flow	-,056	-,618	,541	-,109	,879
	Ln Drug price x drug age	,198	,749	,459	,131	,103
	Ipad / Tablet (% of times used in calls)	,088	,976	,336	,170	,884
	Laptop based materials (% of times used in calls)	-,093	-1,077	,289	-,187	,947
	Printed material (% of times used in calls)	-,272	-3,165	,003	-,488	,760

	Very useful (% of calls)	-,293	-4,262	,000	-,602	,993
	Increase / Will begin to prescribe (% of calls)	-,309	-4,342	,000	-,609	,917
	Ln Avg number of products presented during the calls	,258	3,530	,001	,529	,995
	Quarter 2 (dummy)	,088	1,039	,307	,181	,986
	Quarter 3 (dummy)	-,017	-,200	,843	-,035	,997
	Quarter 4 (dummy)	,014	,159	,874	,028	,946
	Year 2014 (dummy)	,229	3,015	,005	,470	,999
	Year 2015 (dummy)	-,371	-2,728	,010	-,434	,324
2	Ln Sales in DDDs lagged one period	-,457	-1,246	,222	-,218	,013
	Ln Sales in DDDs lagged two periods	,241	3,477	,002	,530	,276
	Ln Detailing flow (calls)	,046	,930	,360	,165	,727
	Ln Journal advertising flow	-,006	-,137	,892	-,025	,921
	Ln Mailing flow	-,042	-,927	,361	-,164	,871
	Ln Competitive global marketing expenditures flow	,134	1,706	,098	,293	,274
	Ln Other marketing expenditures stock	-,021	-,194	,847	-,035	,163
	Ln Competitive global marketing expenditures stock	,476	5,987	,000	,732	,135
	Ln Average drug price per DDD	,040	,937	,356	,166	,980
	Ln Average competitors price per DDD	-,103	-2,339	,026	-,387	,804
	Drug age^2	-1,386	-6,408	,000	-,755	,017
	Ln Mailing flow x Ln Detailing flow	-,041	-,916	,367	-,162	,878
	Ln Drug price x drug age	,131	,994	,328	,176	,103
	Ipad / Tablet (% of times used in calls)	,046	1,019	,316	,180	,876
	Laptop based materials (% of times used in calls)	,004	,081	,936	,015	,900
	Printed material (% of times used in calls)	-,079	-1,505	,142	-,261	,621
	Very useful (% of calls)	-,075	-1,482	,149	-,257	,668
	Increase / Will begin to prescribe (% of calls)	-,125	-2,709	,011	-,437	,703
	Ln Avg number of products presented during the calls	,130	3,311	,002	,511	,883
	Quarter 2 (dummy)	,021	,488	,629	,087	,962
	Quarter 3 (dummy)	-,052	-1,231	,228	-,216	,990
	Quarter 4 (dummy)	-,011	-,240	,812	-,043	,943
	Year 2014 (dummy)	,143	3,985	,000	,582	,951
	Year 2015 (dummy)	-,173	-2,380	,024	-,393	,297
3	Ln Sales in DDDs lagged one period	-,123	-,482	,633	-,088	,012
	Ln Sales in DDDs lagged two periods	,141	2,726	,011	,446	,245
	Ln Detailing flow (calls)	,055	1,711	,097	,298	,725
	Ln Journal advertising flow	-,013	-,449	,657	-,082	,920
	Ln Mailing flow	,024	,735	,468	,133	,778
	Ln Competitive global marketing expenditures flow	,099	1,915	,065	,330	,271
	Ln Other marketing expenditures stock	-,111	-1,603	,119	-,281	,157
	Ln Competitive global marketing expenditures stock	,294	3,827	,001	,573	,093
	Ln Average drug price per DDD	-,049	-1,581	,124	-,277	,793

	Ln Average competitors price per DDD	-,103	-3,990	,000	-,589	,803
	Ln Mailing flow x Ln Detailing flow	,023	,722	,476	,131	,787
	Ln Drug price x drug age	-,141	-1,473	,151	-,260	,083
	Ipad / Tablet (% of times used in calls)	,036	1,199	,240	,214	,873
	Laptop based materials (% of times used in calls)	-,002	-,074	,941	-,014	,899
	Printed material (% of times used in calls)	,009	,223	,825	,041	,532
	Very useful (% of calls)	,046	1,153	,258	,206	,503
	Increase / Will begin to prescribe (% of calls)	,011	,261	,796	,048	,440
	Ln Avg number of products presented during the calls	,076	2,629	,013	,433	,792
	Quarter 2 (dummy)	,036	1,257	,218	,224	,956
	Quarter 3 (dummy)	-,050	-1,815	,080	-,315	,990
	Quarter 4 (dummy)	,010	,350	,729	,064	,931
	Year 2014 (dummy)	,023	,550	,587	,100	,472
	Year 2015 (dummy)	,007	,113	,911	,021	,212
4	Ln Sales in DDDs lagged one period	-,065	-,309	,760	-,057	,012
	Ln Sales in DDDs lagged two periods	,070	1,345	,189	,242	,193
	Ln Detailing flow (calls)	,052	2,020	,053	,351	,725
	Ln Journal advertising flow	-,010	-,392	,698	-,073	,918
	Ln Mailing flow	,006	,229	,820	,042	,756
	Ln Competitive global marketing expenditures flow	,067	1,519	,140	,271	,261
	Ln Other marketing expenditures stock	-,060	-,999	,326	-,182	,148
	Ln Competitive global marketing expenditures stock	,211	2,895	,007	,474	,081
	Ln Average drug price per DDD	-,049	-1,968	,059	-,343	,793
	Ln Mailing flow x Ln Detailing flow	,006	,209	,836	,039	,764
	Ln Drug price x drug age	-,144	-1,867	,072	-,328	,083
	Ipad / Tablet (% of times used in calls)	,026	1,027	,313	,187	,863
	Laptop based materials (% of times used in calls)	,008	,334	,741	,062	,889
	Printed material (% of times used in calls)	-,013	-,401	,691	-,074	,517
	Very useful (% of calls)	,058	1,853	,074	,325	,499
	Increase / Will begin to prescribe (% of calls)	,026	,733	,470	,135	,435
	Ln Avg number of products presented during the calls	,041	1,470	,152	,263	,663
	Quarter 2 (dummy)	,014	,584	,564	,108	,902
	Quarter 3 (dummy)	-,046	-2,061	,048	-,357	,988
	Quarter 4 (dummy)	,084	3,503	,002	,545	,672
	Year 2014 (dummy)	,055	1,635	,113	,291	,449
	Year 2015 (dummy)	-,147	-2,692	,012	-,447	,148
5	Ln Sales in DDDs lagged one period	,145	,772	,447	,144	,011
	Ln Sales in DDDs lagged two periods	,012	,245	,808	,046	,165
	Ln Detailing flow (calls)	,042	1,861	,073	,332	,711
	Ln Journal advertising flow	-,012	-,558	,581	-,105	,918
	Ln Mailing flow	,000	-,015	,988	-,003	,751

	Ln Competitive global marketing expenditures flow	-,002	-,034	,973	-,006	,194
	Ln Other marketing expenditures stock	-,027	-,503	,619	-,095	,143
	Ln Competitive global marketing expenditures stock	,129	1,723	,096	,310	,065
	Ln Average drug price per DDD	-,030	-1,325	,196	-,243	,736
	Ln Mailing flow x Ln Detailing flow	-,001	-,037	,971	-,007	,759
	Ln Drug price x drug age	-,079	-1,109	,277	-,205	,076
	Ipad / Tablet (% of times used in calls)	-,016	-,625	,537	-,117	,648
	Laptop based materials (% of times used in calls)	,001	,061	,952	,012	,881
	Printed material (% of times used in calls)	,022	,751	,459	,140	,457
	Very useful (% of calls)	,048	1,755	,090	,315	,492
	Increase / Will begin to prescribe (% of calls)	,027	,890	,381	,166	,435
	Ln Avg number of products presented during the calls	,045	1,928	,064	,342	,662
	Quarter 2 (dummy)	,038	1,814	,080	,324	,831
	Quarter 3 (dummy)	-,016	-,708	,485	-,133	,764
	Year 2014 (dummy)	,058	2,087	,046	,367	,449
	Year 2015 (dummy)	-,101	-1,969	,059	-,349	,134
6	Ln Sales in DDDs lagged one period	,141	,793	,435	,151	,011
	Ln Sales in DDDs lagged two periods	,016	,344	,733	,066	,165
	Ln Detailing flow (calls)	,029	1,227	,231	,230	,618
	Ln Journal advertising flow	-,004	-,184	,856	-,035	,882
	Ln Mailing flow	,005	,242	,810	,047	,739
	Ln Competitive global marketing expenditures flow	,014	,326	,747	,063	,188
	Ln Other marketing expenditures stock	,002	,029	,977	,006	,132
	Ln Competitive global marketing expenditures stock	,091	1,185	,246	,222	,059
	Ln Average drug price per DDD	-,015	-,653	,520	-,125	,636
	Ln Mailing flow x Ln Detailing flow	,005	,226	,823	,043	,746
	Ln Drug price x drug age	-,030	-,398	,694	-,076	,065
	Ipad / Tablet (% of times used in calls)	-,022	-,945	,353	-,179	,637
	Laptop based materials (% of times used in calls)	,005	,230	,819	,044	,875
	Printed material (% of times used in calls)	,025	,909	,371	,172	,456
	Very useful (% of calls)	,046	1,775	,087	,323	,491
	Increase / Will begin to prescribe (% of calls)	,022	,758	,455	,144	,432
	Ln Avg number of products presented during the calls	,057	2,686	,012	,459	,633
	Quarter 2 (dummy)	,036	1,807	,082	,328	,829
	Quarter 3 (dummy)	-,014	-,623	,538	-,119	,761
	Year 2015 (dummy)	-,030	-,260	,797	-,050	,027
7	Ln Sales in DDDs lagged one period	,165	1,032	,311	,198	,011
	Ln Sales in DDDs lagged two periods	-,005	-,110	,913	-,022	,159
	Ln Detailing flow (calls)	,027	1,278	,212	,243	,618

	Ln Journal advertising flow	-,015	-,833	,413	-,161	,836
	Ln Mailing flow	,003	,149	,883	,029	,738
	Ln Competitive global marketing expenditures flow	,007	,176	,862	,035	,187
	Ln Other marketing expenditures stock	,004	,077	,939	,015	,132
	Ln Competitive global marketing expenditures stock	,053	,737	,468	,143	,056
	Ln Average drug price per DDD	-,011	-,505	,618	-,099	,632
	Ln Mailing flow x Ln Detailing flow	,003	,145	,886	,028	,745
	Ln Drug price x drug age	-,019	-,278	,783	-,054	,065
	Ipad / Tablet (% of times used in calls)	-,035	-1,678	,105	-,313	,611
	Laptop based materials (% of times used in calls)	,005	,265	,793	,052	,875
	Printed material (% of times used in calls)	,013	,502	,620	,098	,440
	Very useful (% of calls)	,057	2,539	,017	,446	,480
	Increase / Will begin to prescribe (% of calls)	,018	,692	,495	,134	,430
	Quarter 2 (dummy)	,019	,934	,359	,180	,700
	Quarter 3 (dummy)	-,012	-,605	,551	-,118	,760
	Year 2015 (dummy)	,038	,357	,724	,070	,025
8	Ln Sales in DDDs lagged one period	,165	1,132	,268	,221	,011
	Ln Sales in DDDs lagged two periods	,016	,398	,694	,079	,152
	Ln Detailing flow (calls)	,013	,633	,533	,126	,560
	Ln Journal advertising flow	-,004	-,214	,832	-,043	,771
	Ln Mailing flow	-,010	-,545	,590	-,108	,682
	Ln Competitive global marketing expenditures flow	-,006	-,171	,865	-,034	,183
	Ln Other marketing expenditures stock	,008	,193	,848	,039	,132
	Ln Competitive global marketing expenditures stock	,050	,761	,454	,150	,056
	Ln Average drug price per DDD	-,015	-,783	,441	-,155	,627
	Ln Mailing flow x Ln Detailing flow	-,010	-,531	,600	-,106	,692
	Ln Drug price x drug age	-,034	-,554	,585	-,110	,064
	Ipad / Tablet (% of times used in calls)	-,042	-2,252	,033	-,411	,602
	Laptop based materials (% of times used in calls)	,000	-,025	,980	-,005	,861
	Printed material (% of times used in calls)	,018	,779	,443	,154	,436
	Increase / Will begin to prescribe (% of calls)	-,023	-,812	,424	-,160	,292
	Quarter 2 (dummy)	,020	1,066	,297	,208	,700
	Quarter 3 (dummy)	-,007	-,409	,686	-,082	,753
	Year 2015 (dummy)	-,019	-,190	,850	-,038	,024
9	Ln Sales in DDDs lagged one period	,134	,980	,337	,196	,011
	Ln Sales in DDDs lagged two periods	,001	,014	,989	,003	,147
	Ln Detailing flow (calls)	,011	,582	,566	,118	,559
	Ln Journal advertising flow	,011	,632	,534	,128	,667
	Ln Mailing flow	,004	,194	,848	,040	,600
	Ln Competitive global marketing expenditures flow	-,008	-,237	,814	-,048	,183

	Ln Other marketing expenditures stock	,007	,179	,859	,037	,132
	Ln Competitive global marketing expenditures stock	,059	,965	,344	,193	,056
	Ln Average drug price per DDD	-,022	-1,200	,242	-,238	,613
	Ln Mailing flow x Ln Detailing flow	,004	,200	,844	,041	,611
	Ln Drug price x drug age	-,057	-,983	,335	-,197	,062
	Laptop based materials (% of times used in calls)	-,008	-,504	,619	-,102	,823
	Printed material (% of times used in calls)	,000	-,003	,998	-,001	,375
	Increase / Will begin to prescribe (% of calls)	-,018	-,682	,502	-,138	,290
	Quarter 2 (dummy)	,005	,257	,799	,052	,587
	Quarter 3 (dummy)	,003	,198	,845	,040	,692
	Year 2015 (dummy)	-,033	-,348	,731	-,071	,024

9.14. Product LI1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Year 2014 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,409	,167	,149	,080869944	,167	9,225
2	,519	,269	,236	,076597922	,102	6,274
3	,580	,336	,291	,073808719	,067	4,465

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,004
2	1	45	,016
3	1	44	,040

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,060	1	,060	9,225	,004
	Residual	,301	46	,007		
	Total	,361	47			
2	Regression	,097	2	,049	8,278	,001
	Residual	,264	45	,006		
	Total	,361	47			
3	Regression	,121	3	,040	7,432	,000

	Residual	,240	44	,005		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	15,323	,013		1136,864
	Year 2013 (dummy)	-,082	,027	-,409	-3,037
2	(Constant)	20,577	2,098		9,810
	Year 2013 (dummy)	-,107	,028	-,537	-3,908
	Ln Sales in DDDs lagged one period	-,343	,137	-,344	-2,505
3	(Constant)	21,749	2,096		10,376
	Year 2013 (dummy)	-,132	,029	-,660	-4,563
	Ln Sales in DDDs lagged one period	-,418	,137	-,419	-3,060
	Year 2014 (dummy)	-,057	,027	-,285	-2,113

Coefficients

Model		Sig.
1	(Constant)	,000
	Year 2013 (dummy)	,004
2	(Constant)	,000
	Year 2013 (dummy)	,000
	Ln Sales in DDDs lagged one period	,016
3	(Constant)	,000
	Year 2013 (dummy)	,000
	Ln Sales in DDDs lagged one period	,004
	Year 2014 (dummy)	,040

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,344	-2,505	,016	-,350	,862
	Ln Sales in DDDs lagged two periods	,214	1,517	,136	,221	,888
	Ln Detailing flow (calls)	-,039	-,270	,788	-,040	,901
	Ln Journal advertising flow	,017	,127	,899	,019	1,000
	Ln Mailing flow	-,058	-,430	,669	-,064	,998
	Ln Competitive global marketing expenditures flow	,062	,456	,651	,068	1,000
	Ln Detailing stock (calls)	-,104	-,751	,457	-,111	,955
	Ln Other marketing expenditures stock	-,213	-1,478	,146	-,215	,853
	Ln Competitive global marketing expenditures stock	-,022	-,160	,874	-,024	1,000

	Ln Average drug price per DDD	-,042	-,306	,761	-,045	,999
	Ln Average competitors price per DDD	,001	,006	,995	,001	,946
	Drug age	,035	,247	,806	,037	,937
	Drug age^2	,044	,309	,759	,046	,924
	Ipad / Tablet (% of times used in calls)	,118	,822	,415	,122	,881
	Laptop based materials (% of times used in calls)	,052	,378	,707	,056	,962
	Printed material (% of times used in calls)	-,005	-,040	,968	-,006	1,000
	Very useful (% of calls)	,004	,030	,976	,004	,999
	Increase / Will begin to prescribe (% of calls)	,041	,298	,767	,044	,998
	Ln Avg number of products presented during the calls	,012	,079	,937	,012	,882
	Quarter 2 (dummy)	-,055	-,402	,690	-,060	1,000
	Quarter 3 (dummy)	,162	1,208	,233	,177	1,000
	Quarter 4 (dummy)	,036	,267	,791	,040	1,000
	Year 2014 (dummy)	-,177	-1,251	,217	-,183	,889
	Year 2015 (dummy)	,129	,902	,372	,133	,889
2	Ln Sales in DDDs lagged two periods	,122	,855	,397	,128	,805
	Ln Detailing flow (calls)	-,039	-,288	,775	-,043	,901
	Ln Journal advertising flow	-,019	-,145	,885	-,022	,987
	Ln Mailing flow	-,017	-,133	,895	-,020	,981
	Ln Competitive global marketing expenditures flow	-,006	-,042	,967	-,006	,955
	Ln Detailing stock (calls)	-,141	-1,074	,289	-,160	,944
	Ln Other marketing expenditures stock	-,272	-2,012	,050	-,290	,833
	Ln Competitive global marketing expenditures stock	-,019	-,148	,883	-,022	1,000
	Ln Average drug price per DDD	-,049	-,383	,704	-,058	,999
	Ln Average competitors price per DDD	,009	,071	,944	,011	,945
	Drug age	,047	,350	,728	,053	,936
	Drug age^2	,060	,451	,654	,068	,922
	Ipad / Tablet (% of times used in calls)	,091	,663	,511	,099	,875
	Laptop based materials (% of times used in calls)	,061	,469	,641	,071	,962
	Printed material (% of times used in calls)	-,027	-,208	,836	-,031	,995
	Very useful (% of calls)	,044	,336	,739	,051	,984
	Increase / Will begin to prescribe (% of calls)	,092	,709	,482	,106	,974
	Ln Avg number of products presented during the calls	-,088	-,623	,537	-,093	,816
	Quarter 2 (dummy)	-,042	-,329	,743	-,050	,999
	Quarter 3 (dummy)	,161	1,274	,209	,189	1,000
	Quarter 4 (dummy)	,086	,661	,512	,099	,978
	Year 2014 (dummy)	-,285	-2,113	,040	-,304	,829

	Year 2015 (dummy)	,192	1,418	,163	,209	,863
3	Ln Sales in DDDs lagged two periods	,035	,238	,813	,036	,726
	Ln Detailing flow (calls)	-,053	-,402	,689	-,061	,899
	Ln Journal advertising flow	,038	,300	,766	,046	,943
	Ln Mailing flow	-,063	-,497	,622	-,076	,953
	Ln Competitive global marketing expenditures flow	-,047	-,369	,714	-,056	,933
	Ln Detailing stock (calls)	-,131	-1,036	,306	-,156	,943
	Ln Other marketing expenditures stock	-,189	-1,300	,200	-,194	,702
	Ln Competitive global marketing expenditures stock	-,104	-,807	,424	-,122	,914
	Ln Average drug price per DDD	-,090	-,724	,473	-,110	,976
	Ln Average competitors price per DDD	-,078	-,585	,561	-,089	,859
	Drug age	,104	,800	,428	,121	,899
	Drug age^2	,108	,830	,411	,126	,897
	Ipad / Tablet (% of times used in calls)	,087	,659	,513	,100	,875
	Laptop based materials (% of times used in calls)	,023	,180	,858	,027	,941
	Printed material (% of times used in calls)	,000	-,004	,997	-,001	,985
	Very useful (% of calls)	,145	1,106	,275	,166	,879
	Increase / Will begin to prescribe (% of calls)	,140	1,110	,273	,167	,947
	Ln Avg number of products presented during the calls	-,076	-,554	,583	-,084	,814
	Quarter 2 (dummy)	-,040	-,320	,750	-,049	,998
	Quarter 3 (dummy)	,161	1,324	,193	,198	1,000
	Quarter 4 (dummy)	,097	,774	,443	,117	,976
	Year 2015 (dummy)	,076	,501	,619	,076	,665

9.15. Product LI2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Sales in DDDs lagged two periods	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,613	,376	,362	,058343115	,376	27,697
2	,682	,465	,441	,054613359	,089	7,498
3	,727	,528	,496	,051878905	,063	5,869

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,009
3	1	44	,020

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,094	1	,094	27,697	,000
	Residual	,157	46	,003		
	Total	,251	47			
2	Regression	,117	2	,058	19,553	,000
	Residual	,134	45	,003		
	Total	,251	47			
3	Regression	,132	3	,044	16,402	,000
	Residual	,118	44	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	13,291	,009		1454,459
	Ln Average competitors price per DDD	,107	,020	,613	5,263
2	(Constant)	18,227	1,802		10,112
	Ln Average competitors price per DDD	,148	,024	,852	6,099
	Ln Sales in DDDs lagged one period	-,371	,136	-,383	-2,738
3	(Constant)	24,406	3,072		7,945
	Ln Average competitors price per DDD	,199	,031	1,140	6,399
	Ln Sales in DDDs lagged one period	-,498	,139	-,513	-3,581
	Ln Sales in DDDs lagged two periods	-,338	,140	-,341	-2,423

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Average competitors price per DDD	,000
2	(Constant)	,000
	Ln Average competitors price per DDD	,000
	Ln Sales in DDDs lagged one period	,009
3	(Constant)	,000
	Ln Average competitors price per DDD	,000
	Ln Sales in DDDs lagged one period	,001
	Ln Sales in DDDs lagged two periods	,020

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,383	-2,738	,009	-,378	,609
	Ln Sales in DDDs lagged two periods	-,152	-1,036	,306	-,153	,632
	Ln Detailing flow (calls)	,065	,516	,608	,077	,870
	Ln Journal advertising flow	,004	,033	,974	,005	,918
	Ln Mailing flow	-,021	-,173	,864	-,026	,950
	Ln Competitive global marketing expenditures flow	,010	,085	,933	,013	,995
	Ln Detailing stock (calls)	,037	,222	,825	,033	,504
	Ln Other marketing expenditures stock	-,029	-,224	,824	-,033	,824
	Ln Competitive global marketing expenditures stock	,026	,222	,825	,033	,987
	Ln Average drug price per DDD	-,254	-1,073	,289	-,158	,241
	Drug age	,065	,195	,847	,029	,123
	Drug age^2	,015	,050	,960	,007	,153
	Ipad / Tablet (% of times used in calls)	,112	,758	,452	,112	,623
	Laptop based materials (% of times used in calls)	,096	,813	,421	,120	,989

	Printed material (% of times used in calls)	,172	1,455	,153	,212	,952
	Very useful (% of calls)	-,081	-,668	,508	-,099	,925
	Increase / Will begin to prescribe (% of calls)	,023	,186	,853	,028	,933
	Ln Avg number of products presented during the calls	-,183	-1,556	,127	-,226	,953
	Quarter 2 (dummy)	,066	,560	,578	,083	1,000
	Quarter 3 (dummy)	-,066	-,561	,578	-,083	,997
	Quarter 4 (dummy)	,154	1,329	,190	,194	,989
	Year 2013 (dummy)	,011	,093	,926	,014	,989
	Year 2014 (dummy)	,035	,272	,787	,041	,825
	Year 2015 (dummy)	-,048	-,337	,737	-,050	,695
2	Ln Sales in DDDs lagged two periods	-,341	-2,423	,020	-,343	,543
	Ln Detailing flow (calls)	,068	,578	,566	,087	,870
	Ln Journal advertising flow	-,045	-,391	,698	-,059	,896
	Ln Mailing flow	-,115	-,986	,329	-,147	,877
	Ln Competitive global marketing expenditures flow	-,029	-,257	,799	-,039	,979
	Ln Detailing stock (calls)	,092	,591	,557	,089	,496
	Ln Other marketing expenditures stock	-,060	-,494	,624	-,074	,817
	Ln Competitive global marketing expenditures stock	,031	,276	,784	,042	,987
	Ln Average drug price per DDD	-,346	-1,565	,125	-,230	,236
	Drug age	,059	,186	,853	,028	,123
	Drug age^2	-,001	-,003	,998	,000	,153
	Ipad / Tablet (% of times used in calls)	,049	,346	,731	,052	,605
	Laptop based materials (% of times used in calls)	,104	,944	,350	,141	,988
	Printed material (% of times used in calls)	,132	1,177	,246	,175	,934
	Very useful (% of calls)	-,079	-,696	,490	-,104	,925
	Increase / Will begin to prescribe (% of calls)	,007	,064	,949	,010	,930
	Ln Avg number of products presented during the calls	-,211	-1,939	,059	-,281	,946
	Quarter 2 (dummy)	,104	,942	,351	,141	,985
	Quarter 3 (dummy)	-,078	-,709	,482	-,106	,996
	Quarter 4 (dummy)	,144	1,326	,192	,196	,988
	Year 2013 (dummy)	,027	,244	,808	,037	,986
	Year 2014 (dummy)	,034	,280	,781	,042	,825
	Year 2015 (dummy)	-,048	-,362	,719	-,055	,695
3	Ln Detailing flow (calls)	,046	,413	,682	,063	,864
	Ln Journal advertising flow	-,050	-,452	,653	-,069	,896
	Ln Mailing flow	-,178	-1,606	,116	-,238	,839
	Ln Competitive global marketing expenditures flow	-,059	-,553	,583	-,084	,966
	Ln Detailing stock (calls)	,086	,579	,565	,088	,496
	Ln Other marketing expenditures stock	-,108	-,932	,356	-,141	,795
	Ln Competitive global marketing expenditures stock	,011	,104	,917	,016	,981
	Ln Average drug price per DDD	-,381	-1,830	,074	-,269	,235
	Drug age	,065	,218	,828	,033	,123
	Drug age^2	-,006	-,022	,983	-,003	,153
	Ipad / Tablet (% of times used in calls)	,045	,335	,739	,051	,605

	Laptop based materials (% of times used in calls)	,151	1,443	,156	,215	,960
	Printed material (% of times used in calls)	,122	1,139	,261	,171	,932
	Very useful (% of calls)	-,049	-,445	,658	-,068	,912
	Increase / Will begin to prescribe (% of calls)	,026	,240	,812	,037	,925
	Ln Avg number of products presented during the calls	-,195	-1,880	,067	-,276	,942
	Quarter 2 (dummy)	,036	,328	,744	,050	,909
	Quarter 3 (dummy)	-,006	-,059	,954	-,009	,914
	Quarter 4 (dummy)	,108	1,023	,312	,154	,964
	Year 2013 (dummy)	,053	,498	,621	,076	,976
	Year 2014 (dummy)	,039	,336	,738	,051	,825
	Year 2015 (dummy)	-,067	-,536	,595	-,081	,692

9.16. Product LI3

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Competitive global marketing expenditures flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Journal advertising flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Drug price x Ln Detailing stock	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Increase / Will begin to prescribe (% of calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
5	Quarter 3 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,484	,234	,218	,063787661	,234	14,078
2	,597	,357	,328	,059119025	,122	8,552
3	,671	,450	,413	,055253656	,094	7,516
4	,706	,498	,451	,053416864	,048	4,078
5	,753	,567	,516	,050185788	,069	6,715

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,005
3	1	44	,009
4	1	43	,050
5	1	42	,013

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,057	1	,057	14,078	,000
	Residual	,187	46	,004		
	Total	,244	47			
2	Regression	,087	2	,044	12,471	,000
	Residual	,157	45	,003		
	Total	,244	47			
3	Regression	,110	3	,037	12,023	,000
	Residual	,134	44	,003		
	Total	,244	47			
4	Regression	,122	4	,030	10,668	,000
	Residual	,123	43	,003		
	Total	,244	47			
5	Regression	,139	5	,028	11,011	,000
	Residual	,106	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,812	,355		36,076	,000
	Ln Competitive global marketing expenditures flow	,100	,027	,484	3,752	,000
2	(Constant)	12,775	,329		38,783	,000
	Ln Competitive global marketing expenditures flow	,102	,025	,492	4,112	,000
	Ln Journal advertising flow	,007	,002	,350	2,924	,005
3	(Constant)	11,633	,518		22,468	,000
	Ln Competitive global marketing expenditures flow	,126	,025	,611	5,093	,000
	Ln Journal advertising flow	,007	,002	,342	3,062	,004
	Ln Drug price x Ln Detailing stock	-,215	,078	-,329	-2,742	,009
4	(Constant)	11,236	,538		20,889	,000
	Ln Competitive global marketing expenditures flow	,144	,026	,699	5,642	,000
	Ln Journal advertising flow	,006	,002	,306	2,793	,008

	Ln Drug price x Ln Detailing stock	-,245	,077	-,375	-3,171	,003
	Increase / Will begin to prescribe (% of calls)	,118	,059	,236	2,019	,050
5	(Constant)	11,063	,510		21,703	,000
	Ln Competitive global marketing expenditures flow	,158	,025	,763	6,412	,000
	Ln Journal advertising flow	,007	,002	,342	3,293	,002
	Ln Drug price x Ln Detailing stock	-,237	,073	-,363	-3,268	,002
	Increase / Will begin to prescribe (% of calls)	,153	,057	,305	2,698	,010
	Quarter 3 (dummy)	,046	,018	,279	2,591	,013

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,119	-,851	,399	-,126	,856
	Ln Sales in DDDs lagged two periods	,005	,033	,974	,005	,885
	Ln Detailing flow (calls)	-,004	-,027	,979	-,004	,653
	Ln Journal advertising flow	,350	2,924	,005	,400	1,000
	Ln Mailing flow	,213	1,586	,120	,230	,890
	Ln Detailing stock (calls)	,196	1,269	,211	,186	,689
	Ln Other marketing expenditures stock	,089	,685	,497	,102	,992
	Ln Competitive global marketing expenditures stock	,215	,758	,453	,112	,208
	Ln Average drug price per DDD	-,328	-1,587	,120	-,230	,376
	Ln Average competitors price per DDD	-,286	-1,236	,223	-,181	,306
	Drug age	,081	,278	,782	,041	,197
	Drug age^2	,073	,249	,805	,037	,200
	Ln Drug price x Ln Detailing flow	-,085	-,652	,518	-,097	,987
	Ln Drug price x Ln Detailing stock	-,338	-2,586	,013	-,360	,869
	Ipad / Tablet (% of times used in calls)	,088	,605	,548	,090	,794
	Laptop based materials (% of times used in calls)	-,040	-,304	,762	-,045	,964
	Printed material (% of times used in calls)	,043	,326	,746	,049	,993
	Very useful (% of calls)	-,028	-,201	,841	-,030	,901
	Increase / Will begin to prescribe (% of calls)	,219	1,643	,107	,238	,907
	Ln Avg number of products presented during the calls	-,067	-,449	,655	-,067	,761
	Quarter 2 (dummy)	,018	,136	,893	,020	,990
	Quarter 3 (dummy)	,171	1,314	,196	,192	,973
	Quarter 4 (dummy)	-,054	-,409	,685	-,061	,981

	Year 2013 (dummy)	-,249	-1,979	,054	-,283	,987
	Year 2014 (dummy)	,103	,789	,434	,117	,992
	Year 2015 (dummy)	,051	,275	,784	,041	,492
2	Ln Sales in DDDs lagged one period	-,056	-,423	,674	-,064	,831
	Ln Sales in DDDs lagged two periods	,082	,627	,534	,094	,850
	Ln Detailing flow (calls)	-,009	-,057	,955	-,009	,653
	Ln Mailing flow	,160	1,258	,215	,186	,869
	Ln Detailing stock (calls)	,249	1,755	,086	,256	,679
	Ln Other marketing expenditures stock	,155	1,277	,208	,189	,963
	Ln Competitive global marketing expenditures stock	,382	1,448	,155	,213	,200
	Ln Average drug price per DDD	-,231	-1,170	,248	-,174	,363
	Ln Average competitors price per DDD	-,166	-,748	,458	-,112	,294
	Drug age	-,112	-,402	,690	-,061	,186
	Drug age^2	-,132	-,473	,638	-,071	,187
	Ln Drug price x Ln Detailing flow	-,057	-,469	,642	-,070	,981
	Ln Drug price x Ln Detailing stock	-,329	-2,742	,009	-,382	,868
	Ipad / Tablet (% of times used in calls)	,077	,570	,572	,086	,794
	Laptop based materials (% of times used in calls)	,014	,112	,911	,017	,942
	Printed material (% of times used in calls)	-,007	-,054	,958	-,008	,974
	Very useful (% of calls)	-,011	-,083	,934	-,013	,899
	Increase / Will begin to prescribe (% of calls)	,165	1,308	,198	,194	,885
	Ln Avg number of products presented during the calls	-,044	-,316	,753	-,048	,758
	Quarter 2 (dummy)	-,041	-,334	,740	-,050	,964
	Quarter 3 (dummy)	,236	1,984	,053	,287	,945
	Quarter 4 (dummy)	-,033	-,266	,791	-,040	,978
	Year 2013 (dummy)	-,198	-1,655	,105	-,242	,962
	Year 2014 (dummy)	,081	,665	,509	,100	,988
	Year 2015 (dummy)	-,048	-,271	,787	-,041	,473
3	Ln Sales in DDDs lagged one period	-,082	-,662	,511	-,101	,826
	Ln Sales in DDDs lagged two periods	,114	,932	,357	,141	,842
	Ln Detailing flow (calls)	-,087	-,609	,546	-,092	,627
	Ln Mailing flow	,085	,680	,500	,103	,817
	Ln Detailing stock (calls)	,002	,008	,993	,001	,377
	Ln Other marketing expenditures stock	,140	1,236	,223	,185	,960
	Ln Competitive global marketing expenditures stock	,280	1,107	,274	,167	,195
	Ln Average drug price per DDD	,006	,026	,979	,004	,285

	Ln Average competitors price per DDD	-,039	-,181	,857	-,028	,279
	Drug age	-,176	-,674	,504	-,102	,185
	Drug age^2	-,208	-,797	,430	-,121	,185
	Ln Drug price x Ln Detailing flow	,068	,556	,581	,085	,843
	Ipad / Tablet (% of times used in calls)	,094	,746	,460	,113	,792
	Laptop based materials (% of times used in calls)	-,039	-,334	,740	-,051	,916
	Printed material (% of times used in calls)	-,105	-,883	,382	-,133	,893
	Very useful (% of calls)	,038	,312	,757	,047	,880
	Increase / Will begin to prescribe (% of calls)	,236	2,019	,050	,294	,852
	Ln Avg number of products presented during the calls	-,036	-,276	,784	-,042	,758
	Quarter 2 (dummy)	-,076	-,660	,513	-,100	,952
	Quarter 3 (dummy)	,211	1,881	,067	,276	,938
	Quarter 4 (dummy)	-,091	-,785	,437	-,119	,947
	Year 2013 (dummy)	-,130	-1,114	,271	-,167	,907
	Year 2014 (dummy)	,169	1,472	,148	,219	,925
	Year 2015 (dummy)	-,208	-1,223	,228	-,183	,426
4	Ln Sales in DDDs lagged one period	-,065	-,540	,592	-,083	,822
	Ln Sales in DDDs lagged two periods	,074	,617	,541	,095	,817
	Ln Detailing flow (calls)	-,001	-,004	,996	-,001	,566
	Ln Mailing flow	,116	,960	,342	,147	,804
	Ln Detailing stock (calls)	,031	,172	,864	,027	,374
	Ln Other marketing expenditures stock	,120	1,085	,284	,165	,952
	Ln Competitive global marketing expenditures stock	,248	1,010	,318	,154	,194
	Ln Average drug price per DDD	,040	,195	,847	,030	,283
	Ln Average competitors price per DDD	-,055	-,264	,793	-,041	,278
	Drug age	-,161	-,635	,529	-,098	,185
	Drug age^2	-,184	-,726	,472	-,111	,185
	Ln Drug price x Ln Detailing flow	,007	,054	,957	,008	,786
	Ipad / Tablet (% of times used in calls)	,045	,359	,721	,055	,757
	Laptop based materials (% of times used in calls)	-,028	-,249	,805	-,038	,914
	Printed material (% of times used in calls)	-,144	-1,249	,219	-,189	,872
	Very useful (% of calls)	-,138	-,987	,329	-,151	,599
	Ln Avg number of products presented during the calls	-,064	-,512	,612	-,079	,748
	Quarter 2 (dummy)	-,095	-,849	,401	-,130	,946
	Quarter 3 (dummy)	,279	2,591	,013	,371	,887
	Quarter 4 (dummy)	-,130	-1,160	,252	-,176	,922
	Year 2013 (dummy)	-,141	-1,247	,219	-,189	,905

	Year 2014 (dummy)	,135	1,191	,240	,181	,900
	Year 2015 (dummy)	-,144	-,846	,402	-,129	,407
5	Ln Sales in DDDs lagged one period	-,080	-,713	,480	-,111	,819
	Ln Sales in DDDs lagged two periods	-,012	-,099	,921	-,015	,747
	Ln Detailing flow (calls)	-,004	-,032	,974	-,005	,566
	Ln Mailing flow	,114	1,004	,321	,155	,804
	Ln Detailing stock (calls)	-,019	-,113	,911	-,018	,369
	Ln Other marketing expenditures stock	,058	,540	,592	,084	,896
	Ln Competitive global marketing expenditures stock	,156	,664	,510	,103	,189
	Ln Average drug price per DDD	-,018	-,092	,927	-,014	,280
	Ln Average competitors price per DDD	-,022	-,114	,910	-,018	,277
	Drug age	-,049	-,203	,840	-,032	,178
	Drug age^2	-,069	-,282	,780	-,044	,178
	Ln Drug price x Ln Detailing flow	-,002	-,020	,984	-,003	,785
	Ipad / Tablet (% of times used in calls)	,135	1,122	,268	,173	,703
	Laptop based materials (% of times used in calls)	-,025	-,232	,818	-,036	,913
	Printed material (% of times used in calls)	-,190	-1,768	,084	-,266	,853
	Very useful (% of calls)	-,077	-,576	,568	-,090	,579
	Ln Avg number of products presented during the calls	-,015	-,128	,899	-,020	,728
	Quarter 2 (dummy)	-,013	-,115	,909	-,018	,857
	Quarter 4 (dummy)	-,030	-,259	,797	-,040	,788
	Year 2013 (dummy)	-,147	-1,397	,170	-,213	,904
	Year 2014 (dummy)	,119	1,114	,272	,171	,897
	Year 2015 (dummy)	-,047	-,282	,779	-,044	,383

9.17. Product LI4

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Average drug price per DDD	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Ln Sales in DDDs lagged two periods	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Quarter 3 (dummy)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
4	Very useful (% of calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,901	,899	,067176758	,901	419,774
2	,957	,916	,912	,062721732	,015	7,767
3	,961	,923	,918	,060545907	,007	4,292
4	,966	,933	,927	,057095877	,010	6,478

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,008
3	1	44	,044
4	1	43	,015

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,894	1	1,894	419,774	,000
	Residual	,208	46	,005		
	Total	2,102	47			
2	Regression	1,925	2	,962	244,645	,000
	Residual	,177	45	,004		
	Total	2,102	47			

3	Regression	1,941	3	,647	176,461	,000
	Residual	,161	44	,004		
	Total	2,102	47			
4	Regression	1,962	4	,490	150,442	,000
	Residual	,140	43	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-91,445	5,131		-17,820
	Ln Average drug price per DDD	-159,325	7,776	-,949	-20,488
2	(Constant)	-59,428	12,448		-4,774
	Ln Average drug price per DDD	-104,559	20,950	-,623	-4,991
	Ln Sales in DDDs lagged two periods	,302	,108	,348	2,787
3	(Constant)	-52,831	12,431		-4,250
	Ln Average drug price per DDD	-93,157	20,958	-,555	-4,445
	Ln Sales in DDDs lagged two periods	,371	,110	,427	3,378
	Quarter 3 (dummy)	-,044	,021	-,091	-2,072
4	(Constant)	-40,405	12,698		-3,182
	Ln Average drug price per DDD	-72,316	21,393	-,431	-3,380
	Ln Sales in DDDs lagged two periods	,477	,112	,550	4,276
	Quarter 3 (dummy)	-,052	,020	-,107	-2,561
	Very useful (% of calls)	-,363	,143	-,109	-2,545

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Average drug price per DDD	,000
2	(Constant)	,000
	Ln Average drug price per DDD	,000
	Ln Sales in DDDs lagged two periods	,008
3	(Constant)	,000
	Ln Average drug price per DDD	,000
	Ln Sales in DDDs lagged two periods	,002
	Quarter 3 (dummy)	,044
4	(Constant)	,003
	Ln Average drug price per DDD	,002
	Ln Sales in DDDs lagged two periods	,000
	Quarter 3 (dummy)	,014
	Very useful (% of calls)	,015

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,228	1,680	,100	,243	,112
	Ln Sales in DDDs lagged two periods	,348	2,787	,008	,384	,120
	Ln Detailing flow (calls)	,020	,307	,760	,046	,503
	Ln Journal advertising flow	-,017	-,363	,718	-,054	,952
	Ln Mailing flow	,053	1,129	,265	,166	,959
	Ln Competitive global marketing expenditures flow	,004	,039	,969	,006	,262
	Ln Detailing stock (calls)	-,120	-1,137	,262	-,167	,192
	Ln Other marketing expenditures stock	-,023	-,358	,722	-,053	,519
	Ln Competitive global marketing expenditures stock	-,217	-1,657	,104	-,240	,121
	Ln Average competitors price per DDD	-,102	-1,146	,258	-,168	,268
	Drug age	,417	2,114	,040	,301	,051
	Drug age^2	-,003	-,018	,986	-,003	,109
	Ln Global marketing expenditures stock x Ln Average competitors price	-,121	-1,553	,128	-,225	,344
	Ipad / Tablet (% of times used in calls)	,080	1,292	,203	,189	,551
	Laptop based materials (% of times used in calls)	,004	,075	,941	,011	,862
	Printed material (% of times used in calls)	,048	,991	,327	,146	,912
	Very useful (% of calls)	-,039	-,827	,413	-,122	,992
	Increase / Will begin to prescribe (% of calls)	-,071	-1,362	,180	-,199	,783
	Ln Avg number of products presented during the calls	,066	1,397	,169	,204	,937
	Quarter 2 (dummy)	,067	1,465	,150	,213	,996
	Quarter 3 (dummy)	-,046	-,993	,326	-,146	,995
	Quarter 4 (dummy)	,005	,111	,912	,017	,951
	Year 2013 (dummy)	,061	1,302	,199	,191	,961
	Year 2014 (dummy)	,016	,337	,738	,050	,939
	Year 2015 (dummy)	-,011	-,167	,868	-,025	,506
2	Ln Sales in DDDs lagged one period	,100	,705	,485	,106	,094
	Ln Detailing flow (calls)	,065	1,042	,303	,155	,473
	Ln Journal advertising flow	,034	,699	,488	,105	,819
	Ln Mailing flow	,053	1,210	,233	,179	,959
	Ln Competitive global marketing expenditures flow	,112	1,230	,225	,182	,222
	Ln Detailing stock (calls)	-,088	-,888	,379	-,133	,189
	Ln Other marketing expenditures stock	-,021	-,344	,733	-,052	,519
	Ln Competitive global marketing expenditures stock	-,146	-1,151	,256	-,171	,115
	Ln Average competitors price per DDD	-,052	-,602	,550	-,090	,254
	Drug age	,322	1,683	,099	,246	,049
	Drug age^2	,056	,422	,675	,063	,107
	Ln Global marketing expenditures stock x Ln Average competitors price	-,052	-,649	,520	-,097	,296
	Ipad / Tablet (% of times used in calls)	,051	,850	,400	,127	,531

	Laptop based materials (% of times used in calls)	,001	,031	,976	,005	,862
	Printed material (% of times used in calls)	,029	,632	,530	,095	,890
	Very useful (% of calls)	-,092	-2,053	,046	-,296	,871
	Increase / Will begin to prescribe (% of calls)	-,048	-,963	,341	-,144	,758
	Ln Avg number of products presented during the calls	,061	1,369	,178	,202	,935
	Quarter 2 (dummy)	,067	1,568	,124	,230	,996
	Quarter 3 (dummy)	-,091	-2,072	,044	-,298	,904
	Quarter 4 (dummy)	,034	,747	,459	,112	,905
	Year 2013 (dummy)	,028	,603	,549	,091	,881
	Year 2014 (dummy)	,009	,192	,849	,029	,935
	Year 2015 (dummy)	,015	,247	,806	,037	,494
3	Ln Sales in DDDs lagged one period	,066	,477	,636	,072	,092
	Ln Detailing flow (calls)	,028	,427	,671	,065	,424
	Ln Journal advertising flow	,015	,321	,749	,049	,787
	Ln Mailing flow	,041	,956	,344	,144	,938
	Ln Competitive global marketing expenditures flow	,124	1,418	,163	,211	,222
	Ln Detailing stock (calls)	-,073	-,754	,455	-,114	,188
	Ln Other marketing expenditures stock	,006	,094	,925	,014	,494
	Ln Competitive global marketing expenditures stock	-,134	-1,088	,283	-,164	,115
	Ln Average competitors price per DDD	-,107	-1,246	,220	-,187	,235
	Drug age	,288	1,548	,129	,230	,049
	Drug age^2	,061	,469	,641	,071	,107
	Ln Global marketing expenditures stock x Ln Average competitors price	-,106	-1,331	,190	-,199	,273
	Ipad / Tablet (% of times used in calls)	,030	,510	,613	,078	,513
	Laptop based materials (% of times used in calls)	-,010	-,210	,835	-,032	,850
	Printed material (% of times used in calls)	,024	,527	,601	,080	,887
	Very useful (% of calls)	-,109	-2,545	,015	-,362	,851
	Increase / Will begin to prescribe (% of calls)	-,074	-1,516	,137	-,225	,721
	Ln Avg number of products presented during the calls	,059	1,374	,177	,205	,935
	Quarter 2 (dummy)	,042	,936	,354	,141	,876
	Quarter 4 (dummy)	,006	,132	,896	,020	,816
	Year 2013 (dummy)	,021	,461	,647	,070	,875
	Year 2014 (dummy)	,005	,120	,905	,018	,934
	Year 2015 (dummy)	,012	,206	,838	,031	,494
4	Ln Sales in DDDs lagged one period	,113	,862	,394	,132	,091
	Ln Detailing flow (calls)	,015	,250	,804	,038	,421
	Ln Journal advertising flow	-,001	-,024	,981	-,004	,770
	Ln Mailing flow	,026	,621	,538	,095	,916
	Ln Competitive global marketing expenditures flow	,081	,938	,354	,143	,210
	Ln Detailing stock (calls)	-,017	-,174	,862	-,027	,177
	Ln Other marketing expenditures stock	-,007	-,129	,898	-,020	,490
	Ln Competitive global marketing expenditures stock	-,175	-1,519	,136	-,228	,113

	Ln Average competitors price per DDD	-,081	-,993	,327	-,151	,231
	Drug age	,218	1,213	,232	,184	,047
	Drug age^2	,003	,026	,979	,004	,103
	Ln Global marketing expenditures stock x Ln Average competitors price	-,092	-1,216	,231	-,184	,271
	Ipad / Tablet (% of times used in calls)	,035	,637	,528	,098	,512
	Laptop based materials (% of times used in calls)	-,025	-,582	,564	-,089	,833
	Printed material (% of times used in calls)	,024	,559	,579	,086	,887
	Increase / Will begin to prescribe (% of calls)	-,028	-,533	,597	-,082	,586
	Ln Avg number of products presented during the calls	,043	1,048	,301	,160	,910
	Quarter 2 (dummy)	,026	,604	,549	,093	,855
	Quarter 4 (dummy)	-,021	-,463	,646	-,071	,771
	Year 2013 (dummy)	,050	1,153	,255	,175	,823
	Year 2014 (dummy)	,002	,042	,967	,006	,933
	Year 2015 (dummy)	,007	,132	,896	,020	,494

9.18. Product LI5

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Sales in DDDs lagged one period	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Printed material (% of times used in calls)	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Ln Mailing flow	.	Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,717	,514	,503	,085052366	,514	48,655
2	,768	,590	,572	,078973824	,076	8,354
3	,799	,639	,614	,074980495	,049	5,921

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1	46	,000
2	1	45	,006
3	1	44	,019

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,352	1	,352	48,655	,000
	Residual	,333	46	,007		
	Total	,685	47			
2	Regression	,404	2	,202	32,393	,000
	Residual	,281	45	,006		
	Total	,685	47			
3	Regression	,437	3	,146	25,931	,000
	Residual	,247	44	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4,359	1,059		4,115
	Ln Sales in DDDs lagged one period	,629	,090	,717	6,975
2	(Constant)	5,884	1,116		5,272
	Ln Sales in DDDs lagged one period	,489	,097	,557	5,057
	Printed material (% of times used in calls)	,257	,089	,319	2,890
3	(Constant)	7,266	1,202		6,043
	Ln Sales in DDDs lagged one period	,372	,104	,424	3,582
	Printed material (% of times used in calls)	,298	,086	,369	3,458
	Ln Mailing flow	-,009	,004	-,250	-2,433

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
2	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Printed material (% of times used in calls)	,006
3	(Constant)	,000
	Ln Sales in DDDs lagged one period	,001
	Printed material (% of times used in calls)	,001
	Ln Mailing flow	,019

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,340	2,128	,039	,302	,384
	Ln Detailing flow (calls)	,125	1,084	,284	,160	,787
	Ln Journal advertising flow	,001	,009	,993	,001	,795
	Ln Mailing flow	-,181	-1,612	,114	-,234	,810
	Ln Competitive global marketing expenditures flow	,034	,310	,758	,046	,904
	Ln Detailing stock (calls)	,083	,792	,433	,117	,964
	Ln Other marketing expenditures stock	,010	,094	,925	,014	,928
	Ln Competitive global marketing expenditures stock	-,069	-,654	,517	-,097	,960
	Ln Average drug price per DDD	,051	,470	,640	,070	,931
	Ln Average competitors price per DDD	,075	,707	,483	,105	,947
	Drug age	-,049	-,457	,650	-,068	,936
	Drug age^2	-,062	-,594	,556	-,088	,972
	Ln Drug price x Ln Detailing flow	,078	,697	,489	,103	,856
	Ipad / Tablet (% of times used in calls)	-,031	-,300	,765	-,045	1,000

	Laptop based materials (% of times used in calls)	-,068	-,657	,515	-,097	,998
	Printed material (% of times used in calls)	,319	2,890	,006	,396	,750
	Very useful (% of calls)	-,012	-,116	,908	-,017	,996
	Increase / Will begin to prescribe (% of calls)	,088	,851	,399	,126	,990
	Ln Avg number of products presented during the calls	,068	,653	,517	,097	,988
	Quarter 2 (dummy)	,073	,708	,483	,105	,998
	Quarter 3 (dummy)	-,081	-,775	,442	-,115	,988
	Quarter 4 (dummy)	,107	1,038	,305	,153	,988
	Year 2013 (dummy)	,127	1,137	,261	,167	,844
	Year 2014 (dummy)	-,073	-,708	,483	-,105	,999
	Year 2015 (dummy)	-,039	-,371	,712	-,055	,995
2	Ln Sales in DDDs lagged two periods	,294	1,960	,056	,283	,380
	Ln Detailing flow (calls)	-,035	-,283	,778	-,043	,598
	Ln Journal advertising flow	-,045	-,411	,683	-,062	,778
	Ln Mailing flow	-,250	-2,433	,019	-,344	,780
	Ln Competitive global marketing expenditures flow	,098	,958	,343	,143	,865
	Ln Detailing stock (calls)	-,057	-,519	,606	-,078	,762
	Ln Other marketing expenditures stock	-,031	-,309	,759	-,046	,909
	Ln Competitive global marketing expenditures stock	,016	,160	,874	,024	,875
	Ln Average drug price per DDD	-,106	-,944	,350	-,141	,729
	Ln Average competitors price per DDD	-,062	-,566	,575	-,085	,762
	Drug age	,097	,878	,385	,131	,751
	Drug age^2	,081	,744	,461	,111	,773
	Ln Drug price x Ln Detailing flow	-,089	-,750	,457	-,112	,652
	Ipad / Tablet (% of times used in calls)	,022	,224	,824	,034	,964
	Laptop based materials (% of times used in calls)	-,108	-1,122	,268	-,167	,979
	Very useful (% of calls)	-,020	-,206	,838	-,031	,995
	Increase / Will begin to prescribe (% of calls)	,045	,463	,645	,070	,965
	Ln Avg number of products presented during the calls	,087	,907	,370	,135	,983
	Quarter 2 (dummy)	,062	,648	,520	,097	,996
	Quarter 3 (dummy)	-,103	-1,074	,289	-,160	,981
	Quarter 4 (dummy)	,094	,982	,331	,146	,986
	Year 2013 (dummy)	,096	,916	,365	,137	,834
	Year 2014 (dummy)	-,061	-,631	,531	-,095	,997
	Year 2015 (dummy)	,092	,875	,386	,131	,823
3	Ln Sales in DDDs lagged two periods	,169	1,031	,308	,155	,305
	Ln Detailing flow (calls)	,024	,201	,842	,031	,573
	Ln Journal advertising flow	,057	,507	,615	,077	,669
	Ln Competitive global marketing expenditures flow	,050	,498	,621	,076	,826
	Ln Detailing stock (calls)	,004	,041	,967	,006	,717
	Ln Other marketing expenditures stock	,057	,554	,582	,084	,798
	Ln Competitive global marketing expenditures stock	-,049	-,485	,630	-,074	,814
	Ln Average drug price per DDD	-,042	-,382	,704	-,058	,681

	Ln Average competitors price per DDD	,010	,090	,929	,014	,701
	Drug age	,052	,481	,633	,073	,725
	Drug age^2	,049	,467	,643	,071	,759
	Ln Drug price x Ln Detailing flow	-,020	-,169	,866	-,026	,608
	Ipad / Tablet (% of times used in calls)	-,036	-,372	,712	-,057	,904
	Laptop based materials (% of times used in calls)	-,151	-1,654	,105	-,245	,950
	Very useful (% of calls)	,008	,087	,931	,013	,979
	Increase / Will begin to prescribe (% of calls)	,145	1,486	,144	,221	,840
	Ln Avg number of products presented during the calls	,044	,466	,644	,071	,942
	Quarter 2 (dummy)	,038	,408	,685	,062	,983
	Quarter 3 (dummy)	-,114	-1,251	,218	-,187	,979
	Quarter 4 (dummy)	,109	1,193	,240	,179	,982
	Year 2013 (dummy)	,071	,706	,484	,107	,825
	Year 2014 (dummy)	-,131	-1,404	,167	-,209	,922
	Year 2015 (dummy)	,117	1,172	,248	,176	,816

10. Model 8.3

10.1. Product BL1

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,082346653	,999	536,960

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	27	20	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193

	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,080364337	,999	585,461
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000
2	1	20	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	26	3,781	585,461	,000
	Residual	,136	21	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,164	3,812		1,092	,287
	Ln Sales in DDDs lagged one period	,294	,144	,296	2,050	,053
	Ln Detailing flow (calls)	,010	,310	,003	,031	,976
	Ln Journal advertising flow	,007	,006	,020	1,237	,230
	Ln Mailing flow	,008	,006	,018	1,292	,210
	Ln Competitive global marketing expenditures flow	,012	,055	,003	,216	,831
	Ln Detailing stock (calls)	,332	,234	,103	1,422	,170
	Ln Other marketing expenditures stock	-,044	,059	-,015	-,738	,469
	Ln Competitive global marketing expenditures stock	-,022	,201	-,004	-,108	,915
	Ln Average drug price per DDD	,973	1,534	,251	,635	,533
	Ln Average competitors price per DDD	-1,551	1,214	-,135	-1,278	,215
	Drug age	,044	,027	,422	1,625	,119
	Ln Drug price x Ln Detailing flow	-,005	,232	-,009	-,022	,982
	Ln Drug price x drug age	-,014	,014	-,074	-1,023	,318
	Public reimbursement (dummy)	,465	,187	,155	2,483	,022
	Ipad / Tablet (% of times used in calls)	-,027	,768	-,001	-,035	,972
	Laptop based materials (% of times used in calls)	,724	,997	,009	,726	,476
	Printed material (% of times used in calls)	,288	,235	,028	1,223	,235
	Very useful (% of calls)	-,093	,309	-,005	-,302	,765
	Increase / Will begin to prescribe (% of calls)	-,028	,256	-,002	-,110	,913
	Ln Avg number of products presented during the calls	-,360	,232	-,032	-1,555	,135
	Quarter 2 (dummy)	,025	,078	,007	,313	,757
	Quarter 3 (dummy)	,041	,126	,012	,323	,750
	Quarter 4 (dummy)	,139	,170	,042	,816	,424
	Year 2013 (dummy)	,200	,220	,061	,910	,373

	Year 2014 (dummy)	,195	,463	,059	,423	,677
	Year 2015 (dummy)	,390	,688	,118	,567	,577
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,005	-,033	,974	-,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD	.
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,078518940	,999	637,836
2	,999	,999	,997	,082346653	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	2	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	25	3,932	637,836	,000
	Residual	,136	22	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,189	3,662		1,144	,265
	Ln Sales in DDDs lagged one period	,293	,137	,295	2,136	,044
	Ln Detailing flow (calls)	,010	,302	,003	,034	,973
	Ln Journal advertising flow	,007	,006	,020	1,266	,219
	Ln Mailing flow	,008	,006	,018	1,322	,200
	Ln Competitive global marketing expenditures flow	,012	,053	,003	,221	,827
	Ln Detailing stock (calls)	,331	,228	,103	1,457	,159

	Ln Other marketing expenditures stock	-,043	,057	-,015	-,761	,455
	Ln Competitive global marketing expenditures stock	-,023	,191	-,004	-,121	,905
	Ln Average drug price per DDD	,990	1,422	,255	,696	,493
	Ln Average competitors price per DDD	-1,565	1,112	-,136	-1,407	,173
	Drug age	,044	,024	,425	1,800	,086
	Ln Drug price x Ln Detailing flow	-,006	,225	-,010	-,027	,979
	Ln Drug price x drug age	-,015	,013	-,075	-1,130	,271
	Public reimbursement (dummy)	,467	,179	,156	2,604	,016
	Laptop based materials (% of times used in calls)	,717	,954	,009	,751	,461
	Printed material (% of times used in calls)	,292	,203	,029	1,439	,164
	Very useful (% of calls)	-,097	,289	-,005	-,335	,741
	Increase / Will begin to prescribe (% of calls)	-,028	,250	-,002	-,110	,913
	Ln Avg number of products presented during the calls	-,363	,215	-,033	-1,688	,106
	Quarter 2 (dummy)	,024	,072	,007	,327	,747
	Quarter 3 (dummy)	,039	,114	,012	,342	,736
	Quarter 4 (dummy)	,137	,161	,042	,855	,402
	Year 2013 (dummy)	,198	,206	,060	,961	,347
	Year 2014 (dummy)	,189	,420	,057	,451	,656
	Year 2015 (dummy)	,382	,628	,115	,607	,550
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154

	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,004	-,028	,978	-,006
	Ipad / Tablet (% of times used in calls)	-,001	-,035	,972	-,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ipad / Tablet (% of times used in calls)	,130

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,997	,076814290	,999	694,228
2	,999	,999	,997	,082346653	,000	,004

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	24	23	,000
2	3	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	24	4,096	694,228	,000
	Residual	,136	23	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,202	3,581		1,174	,253
	Ln Sales in DDDs lagged one period	,297	,130	,298	2,276	,033
	Ln Detailing flow (calls)	,007	,294	,002	,025	,980
	Ln Journal advertising flow	,007	,005	,019	1,341	,193
	Ln Mailing flow	,008	,006	,018	1,348	,191
	Ln Competitive global marketing expenditures flow	,012	,052	,003	,229	,821
	Ln Detailing stock (calls)	,328	,220	,102	1,489	,150
	Ln Other marketing expenditures stock	-,044	,056	-,016	-,790	,437
	Ln Competitive global marketing expenditures stock	-,025	,186	-,004	-,132	,897
	Ln Average drug price per DDD	,990	1,391	,255	,711	,484
	Ln Average competitors price per DDD	-1,580	1,081	-,138	-1,462	,157
	Drug age	,045	,023	,432	1,926	,067
	Ln Drug price x Ln Detailing flow	-,004	,219	-,006	-,017	,987
	Ln Drug price x drug age	-,015	,013	-,076	-1,183	,249
	Public reimbursement (dummy)	,468	,175	,156	2,676	,014
	Laptop based materials (% of times used in calls)	,728	,928	,009	,784	,441
	Printed material (% of times used in calls)	,289	,197	,028	1,467	,156
	Very useful (% of calls)	-,114	,239	-,006	-,477	,638
	Ln Avg number of products presented during the calls	-,362	,210	-,033	-1,722	,098
	Quarter 2 (dummy)	,021	,068	,006	,315	,756
	Quarter 3 (dummy)	,034	,103	,010	,332	,743
	Quarter 4 (dummy)	,131	,145	,039	,898	,378
	Year 2013 (dummy)	,190	,188	,057	1,010	,323
	Year 2014 (dummy)	,175	,389	,053	,449	,658
	Year 2015 (dummy)	,357	,574	,108	,621	,540
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193

	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,000	,002	,999	,000
	Ipad / Tablet (% of times used in calls)	-,001	-,028	,978	-,006
	Increase / Will begin to prescribe (% of calls)	-,002	-,110	,913	-,024

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ipad / Tablet (% of times used in calls)	,130
	Increase / Will begin to prescribe (% of calls)	,245

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,075225240	,999	755,339
2	,999	,999	,997	,082346653	,000	,007

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	4	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,310	23	4,274	755,339	,000
	Residual	,136	24	,006		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,044	3,304		1,224	,233
	Ln Sales in DDDs lagged one period	,289	,114	,290	2,533	,018
	Ln Detailing flow (calls)	,006	,288	,002	,020	,985
	Ln Journal advertising flow	,007	,005	,018	1,391	,177
	Ln Mailing flow	,007	,005	,017	1,569	,130
	Ln Competitive global marketing expenditures flow	,014	,048	,004	,304	,764
	Ln Detailing stock (calls)	,320	,207	,099	1,542	,136

	Ln Other marketing expenditures stock	-,044	,055	-,015	-,805	,429
	Ln Average drug price per DDD	,940	1,311	,242	,717	,480
	Ln Average competitors price per DDD	-1,577	1,058	-,137	-1,491	,149
	Drug age	,044	,022	,428	1,966	,061
	Ln Drug price x Ln Detailing flow	-,003	,214	-,005	-,013	,990
	Ln Drug price x drug age	-,014	,011	-,073	-1,238	,228
	Public reimbursement (dummy)	,458	,153	,153	2,992	,006
	Laptop based materials (% of times used in calls)	,737	,906	,009	,813	,424
	Printed material (% of times used in calls)	,280	,181	,028	1,548	,135
	Very useful (% of calls)	-,115	,234	-,006	-,492	,627
	Ln Avg number of products presented during the calls	-,356	,201	-,032	-1,772	,089
	Quarter 2 (dummy)	,020	,066	,006	,306	,762
	Quarter 3 (dummy)	,037	,098	,011	,378	,709
	Quarter 4 (dummy)	,134	,141	,040	,949	,352
	Year 2013 (dummy)	,191	,184	,058	1,040	,309
	Year 2014 (dummy)	,187	,370	,056	,505	,618
	Year 2015 (dummy)	,377	,542	,114	,695	,494
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974

	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,002	,017	,986	,004
	Ln Competitive global marketing expenditures stock	-,004	-,132	,897	-,027
	Ipad / Tablet (% of times used in calls)	-,001	-,057	,955	-,012
	Increase / Will begin to prescribe (% of calls)	-,002	-,121	,905	-,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ln Competitive global marketing expenditures stock	,061
	Ipad / Tablet (% of times used in calls)	,137
	Increase / Will begin to prescribe (% of calls)	,246

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,997	,073846741	,999	819,425
2	,999	,999	,997	,082346653	,000	,021

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	5	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,309	22	4,469	819,425	,000
	Residual	,136	25	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,208	3,200		1,315	,200
	Ln Sales in DDDs lagged one period	,282	,110	,284	2,569	,017
	Ln Detailing flow (calls)	,022	,277	,007	,080	,937
	Ln Journal advertising flow	,007	,005	,019	1,496	,147
	Ln Mailing flow	,007	,005	,017	1,608	,120
	Ln Detailing stock (calls)	,315	,203	,098	1,553	,133
	Ln Other marketing expenditures stock	-,044	,054	-,016	-,823	,418
	Ln Average drug price per DDD	,998	1,274	,257	,784	,441
	Ln Average competitors price per DDD	-1,581	1,039	-,138	-1,522	,140
	Drug age	,043	,022	,419	1,979	,059
	Ln Drug price x Ln Detailing flow	-,011	,209	-,019	-,055	,957
	Ln Drug price x drug age	-,014	,011	-,070	-1,228	,231
	Public reimbursement (dummy)	,478	,134	,160	3,566	,001
	Laptop based materials (% of times used in calls)	,803	,864	,010	,929	,362
	Printed material (% of times used in calls)	,286	,177	,028	1,616	,119
	Very useful (% of calls)	-,117	,229	-,006	-,512	,613
	Ln Avg number of products presented during the calls	-,356	,197	-,032	-1,809	,082
	Quarter 2 (dummy)	,027	,061	,008	,439	,664
	Quarter 3 (dummy)	,044	,094	,013	,469	,643
	Quarter 4 (dummy)	,144	,134	,044	1,081	,290
	Year 2013 (dummy)	,204	,175	,062	1,164	,256
	Year 2014 (dummy)	,210	,355	,063	,590	,560
	Year 2015 (dummy)	,414	,519	,125	,797	,433
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549

	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,001	-,005	,996	-,001
	Ln Competitive global marketing expenditures flow	,004	,304	,764	,062
	Ln Competitive global marketing expenditures stock	-,007	-,236	,816	-,048
	Ipad / Tablet (% of times used in calls)	-,002	-,089	,930	-,018
	Increase / Will begin to prescribe (% of calls)	-,002	-,138	,892	-,028

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,003
	Ln Competitive global marketing expenditures flow	,352
	Ln Competitive global marketing expenditures stock	,070
	Ipad / Tablet (% of times used in calls)	,138
	Increase / Will begin to prescribe (% of calls)	,246

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Journal advertising flow, Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,997	,072691152	,999	885,947
2	,999	,999	,997	,082346653	,000	,043

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	6	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,308	21	4,681	885,947	,000
	Residual	,137	26	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,918	3,082		1,271	,215
	Ln Sales in DDDs lagged one period	,279	,108	,280	2,586	,016
	Ln Detailing flow (calls)	,016	,273	,005	,058	,954
	Ln Journal advertising flow	,007	,004	,021	1,691	,103
	Ln Mailing flow	,007	,004	,017	1,605	,121
	Ln Detailing stock (calls)	,342	,191	,106	1,786	,086
	Ln Other marketing expenditures stock	-,048	,052	-,017	-,918	,367

	Ln Average drug price per DDD	,951	1,249	,245	,761	,453
	Ln Average competitors price per DDD	-1,534	1,017	-,134	-1,509	,143
	Drug age	,048	,019	,464	2,547	,017
	Ln Drug price x Ln Detailing flow	-,005	,205	-,009	-,025	,980
	Ln Drug price x drug age	-,014	,011	-,072	-1,274	,214
	Public reimbursement (dummy)	,472	,131	,157	3,596	,001
	Laptop based materials (% of times used in calls)	,936	,796	,012	1,175	,251
	Printed material (% of times used in calls)	,271	,171	,027	1,585	,125
	Very useful (% of calls)	-,116	,225	-,006	-,514	,611
	Ln Avg number of products presented during the calls	-,367	,192	-,033	-1,909	,067
	Quarter 3 (dummy)	,010	,053	,003	,195	,847
	Quarter 4 (dummy)	,097	,076	,029	1,275	,214
	Year 2013 (dummy)	,148	,118	,045	1,254	,221
	Year 2014 (dummy)	,097	,242	,029	,401	,692
	Year 2015 (dummy)	,246	,345	,074	,712	,483
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969

	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,022	-,178	,860	-,036
	Ln Competitive global marketing expenditures flow	,005	,437	,666	,087
	Ln Competitive global marketing expenditures stock	-,007	-,236	,815	-,047
	Ipad / Tablet (% of times used in calls)	,001	,057	,955	,011
	Increase / Will begin to prescribe (% of calls)	,000	-,001	,999	,000
	Quarter 2 (dummy)	,008	,439	,664	,087

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,395
	Ln Competitive global marketing expenditures stock	,070
	Ipad / Tablet (% of times used in calls)	,155
	Increase / Will begin to prescribe (% of calls)	,271
	Quarter 2 (dummy)	,164

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Year 2014 (dummy), Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Drug price x drug age, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Public reimbursement (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,998	,071384686	,999	964,604
2	,999	,999	,997	,082346653	,000	,041

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	7	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,308	20	4,915	964,604	,000
	Residual	,138	27	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,961	3,019		1,312	,201
	Ln Sales in DDDs lagged one period	,277	,105	,278	2,628	,014
	Ln Detailing flow (calls)	,007	,264	,002	,026	,979
	Ln Journal advertising flow	,007	,004	,021	1,724	,096
	Ln Mailing flow	,007	,004	,017	1,669	,107
	Ln Detailing stock (calls)	,336	,186	,104	1,810	,081
	Ln Other marketing expenditures stock	-,045	,049	-,016	-,917	,367
	Ln Average drug price per DDD	,951	1,227	,245	,775	,445
	Ln Average competitors price per DDD	-1,558	,992	-,136	-1,571	,128
	Drug age	,050	,015	,484	3,293	,003
	Ln Drug price x Ln Detailing flow	-,003	,201	-,005	-,014	,989
	Ln Drug price x drug age	-,014	,011	-,073	-1,334	,193
	Public reimbursement (dummy)	,474	,128	,158	3,697	,001
	Laptop based materials (% of times used in calls)	,925	,780	,012	1,185	,246
	Printed material (% of times used in calls)	,277	,165	,027	1,685	,104
	Very useful (% of calls)	-,124	,217	-,007	-,573	,571
	Ln Avg number of products presented during the calls	-,372	,188	-,033	-1,980	,058
	Quarter 4 (dummy)	,085	,044	,026	1,924	,065
	Year 2013 (dummy)	,132	,086	,040	1,541	,135
	Year 2014 (dummy)	,063	,165	,019	,382	,706
	Year 2015 (dummy)	,194	,220	,059	,885	,384
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146

	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,023	-,195	,847	-,038
	Ln Competitive global marketing expenditures flow	,005	,428	,672	,084
	Ln Competitive global marketing expenditures stock	-,007	-,305	,763	-,060
	Ipad / Tablet (% of times used in calls)	,001	,075	,941	,015
	Increase / Will begin to prescribe (% of calls)	,001	,046	,963	,009
	Quarter 2 (dummy)	,001	,099	,922	,019
	Quarter 3 (dummy)	,003	,195	,847	,038

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,398
	Ln Competitive global marketing expenditures stock	,091
	Ipad / Tablet (% of times used in calls)	,156
	Increase / Will begin to prescribe (% of calls)	,288
	Quarter 2 (dummy)	,489
	Quarter 3 (dummy)	,205

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,070287467	,999	1047,313
2	,999	,999	,997	,082346653	,000	,050

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	8	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,307	19	5,174	1047,313	,000
	Residual	,138	28	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,013	2,969		1,352	,187
	Ln Sales in DDDs lagged one period	,279	,104	,280	2,691	,012
	Ln Detailing flow (calls)	,014	,259	,004	,053	,958
	Ln Journal advertising flow	,008	,004	,022	2,015	,054
	Ln Mailing flow	,007	,004	,017	1,668	,107
	Ln Detailing stock (calls)	,311	,172	,097	1,816	,080
	Ln Other marketing expenditures stock	-,040	,047	-,014	-,865	,395

	Ln Average drug price per DDD	,943	1,208	,243	,781	,441
	Ln Average competitors price per DDD	-1,644	,951	-,143	-1,729	,095
	Drug age	,052	,014	,500	3,617	,001
	Ln Drug price x Ln Detailing flow	-,003	,198	-,004	-,014	,989
	Ln Drug price x drug age	-,013	,010	-,069	-1,306	,202
	Public reimbursement (dummy)	,483	,124	,161	3,889	,001
	Laptop based materials (% of times used in calls)	,945	,766	,012	1,233	,228
	Printed material (% of times used in calls)	,267	,160	,026	1,670	,106
	Very useful (% of calls)	-,096	,201	-,005	-,479	,636
	Ln Avg number of products presented during the calls	-,360	,182	-,032	-1,974	,058
	Quarter 4 (dummy)	,075	,036	,023	2,099	,045
	Year 2013 (dummy)	,104	,040	,031	2,583	,015
	Year 2015 (dummy)	,118	,091	,036	1,300	,204
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,025	-,211	,835	-,041
	Ln Competitive global marketing expenditures flow	,005	,432	,669	,083
	Ln Competitive global marketing expenditures stock	-,008	-,343	,734	-,066
	Ipad / Tablet (% of times used in calls)	,002	,098	,922	,019
	Increase / Will begin to prescribe (% of calls)	,000	,026	,980	,005
	Quarter 2 (dummy)	,001	,090	,929	,017
	Quarter 3 (dummy)	-,002	-,137	,892	-,026
	Year 2014 (dummy)	,019	,382	,706	,073

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,398
	Ln Competitive global marketing expenditures stock	,091
	Ipad / Tablet (% of times used in calls)	,157
	Increase / Will begin to prescribe (% of calls)	,289
	Quarter 2 (dummy)	,489
	Quarter 3 (dummy)	,426
	Year 2014 (dummy)	,021

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Drug price x drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,998	,069346840	,999	1135,677
2	,999	,999	,997	,082346653	,000	,063

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	9	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,306	18	5,461	1135,677	,000
	Residual	,139	29	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,448	2,688		1,283	,210
	Ln Sales in DDDs lagged one period	,278	,102	,279	2,722	,011
	Ln Detailing flow (calls)	,066	,232	,021	,285	,778
	Ln Journal advertising flow	,008	,004	,023	2,124	,042
	Ln Mailing flow	,007	,004	,016	1,645	,111
	Ln Detailing stock (calls)	,330	,165	,102	1,998	,055
	Ln Other marketing expenditures stock	-,047	,044	-,016	-1,051	,302
	Ln Average drug price per DDD	1,163	1,102	,299	1,056	,300
	Ln Average competitors price per DDD	-1,534	,911	-,134	-1,685	,103
	Drug age	,051	,014	,490	3,635	,001
	Ln Drug price x Ln Detailing flow	-,045	,175	-,074	-,256	,800
	Ln Drug price x drug age	-,012	,010	-,062	-1,236	,226
	Public reimbursement (dummy)	,463	,115	,155	4,013	,000
	Laptop based materials (% of times used in calls)	,905	,751	,012	1,204	,238
	Printed material (% of times used in calls)	,281	,155	,028	1,817	,080
	Ln Avg number of products presented during the calls	-,340	,175	-,031	-1,942	,062
	Quarter 4 (dummy)	,075	,035	,023	2,136	,041
	Year 2013 (dummy)	,103	,040	,031	2,598	,015
	Year 2015 (dummy)	,123	,089	,037	1,377	,179
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549

	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,026	-,229	,820	-,043
	Ln Competitive global marketing expenditures flow	,005	,446	,659	,084
	Ln Competitive global marketing expenditures stock	-,009	-,399	,693	-,075
	Ipad / Tablet (% of times used in calls)	-,001	-,056	,956	-,011
	Very useful (% of calls)	-,005	-,479	,636	-,090
	Increase / Will begin to prescribe (% of calls)	-,002	-,213	,833	-,040
	Quarter 2 (dummy)	,000	,011	,991	,002
	Quarter 3 (dummy)	,001	,051	,960	,010
	Year 2014 (dummy)	,009	,201	,842	,038

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,398
	Ln Competitive global marketing expenditures stock	,092
	Ipad / Tablet (% of times used in calls)	,174
	Very useful (% of calls)	,436
	Increase / Will begin to prescribe (% of calls)	,383
	Quarter 2 (dummy)	,503

	Quarter 3 (dummy)	,496
	Year 2014 (dummy)	,024

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Drug price x drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Quarter 2 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,999	,998	,069467139	,999	1198,256
2	,999	,999	,997	,082346653	,000	,135

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	10	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,301	17	5,782	1198,256	,000
	Residual	,145	30	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,828	2,349		2,055	,049
	Ln Sales in DDDs lagged one period	,300	,100	,301	2,996	,005
	Ln Detailing flow (calls)	-,084	,183	-,027	-,461	,648
	Ln Journal advertising flow	,008	,004	,023	2,132	,041
	Ln Mailing flow	,007	,004	,016	1,617	,116
	Ln Detailing stock (calls)	,226	,132	,070	1,707	,098
	Ln Average drug price per DDD	,679	1,002	,175	,677	,504

	Ln Average competitors price per DDD	-2,007	,793	-,175	-2,530	,017
	Drug age	,055	,013	,529	4,077	,000
	Ln Drug price x Ln Detailing flow	,064	,141	,106	,454	,653
	Ln Drug price x drug age	-,016	,009	-,084	-1,839	,076
	Public reimbursement (dummy)	,492	,112	,164	4,379	,000
	Laptop based materials (% of times used in calls)	,862	,752	,011	1,147	,260
	Printed material (% of times used in calls)	,278	,155	,027	1,794	,083
	Ln Avg number of products presented during the calls	-,316	,174	-,028	-1,817	,079
	Quarter 4 (dummy)	,091	,032	,028	2,844	,008
	Year 2013 (dummy)	,115	,038	,035	3,064	,005
	Year 2015 (dummy)	,149	,086	,045	1,734	,093
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,012	-,103	,919	-,019
	Ln Competitive global marketing expenditures flow	,006	,549	,587	,102
	Ln Other marketing expenditures stock	-,016	-1,051	,302	-,192
	Ln Competitive global marketing expenditures stock	-,005	-,234	,817	-,043
	Ipad / Tablet (% of times used in calls)	,001	,054	,957	,010
	Very useful (% of calls)	-,008	-,749	,460	-,138
	Increase / Will begin to prescribe (% of calls)	-,005	-,438	,664	-,081
	Quarter 2 (dummy)	,003	,324	,748	,060
	Quarter 3 (dummy)	,001	,121	,905	,022
	Year 2014 (dummy)	-,006	-,134	,894	-,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,402
	Ln Other marketing expenditures stock	,199
	Ln Competitive global marketing expenditures stock	,095
	Ipad / Tablet (% of times used in calls)	,176
	Very useful (% of calls)	,472
	Increase / Will begin to prescribe (% of calls)	,403
	Quarter 2 (dummy)	,555
	Quarter 3 (dummy)	,498
	Year 2014 (dummy)	,026

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Ln Journal advertising flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Quarter 2 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,998	,998	,069820826	,998	1260,200
2	,999	,999	,997	,082346653	,000	,208

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	11	20	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,295	16	6,143	1260,200	,000
	Residual	,151	31	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,983	2,357		2,114	,043
	Ln Sales in DDDs lagged one period	,296	,101	,297	2,943	,006
	Ln Detailing flow (calls)	-,041	,180	-,013	-,228	,821
	Ln Journal advertising flow	,007	,004	,019	1,854	,073
	Ln Mailing flow	,007	,004	,016	1,680	,103
	Ln Detailing stock (calls)	,198	,131	,062	1,518	,139
	Ln Average drug price per DDD	,913	,986	,235	,926	,362
	Ln Average competitors price per DDD	-2,197	,779	-,191	-2,819	,008
	Drug age	,056	,013	,538	4,134	,000
	Ln Drug price x Ln Detailing flow	,040	,140	,066	,286	,777
	Ln Drug price x drug age	-,018	,009	-,092	-2,038	,050
	Public reimbursement (dummy)	,460	,109	,154	4,206	,000
	Printed material (% of times used in calls)	,306	,154	,030	1,985	,056
	Ln Avg number of products presented during the calls	-,327	,175	-,029	-1,873	,071
	Quarter 4 (dummy)	,100	,031	,030	3,177	,003
	Year 2013 (dummy)	,113	,038	,034	2,988	,005
	Year 2015 (dummy)	,158	,086	,048	1,841	,075
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334

	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Year 2015 (dummy)	,386	,714	,117	,541	,594
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,019	-,161	,873	-,029
	Ln Competitive global marketing expenditures flow	,010	,914	,368	,165
	Ln Other marketing expenditures stock	-,015	-,981	,335	-,176
	Ln Competitive global marketing expenditures stock	-,008	-,364	,718	-,066
	Ipad / Tablet (% of times used in calls)	,006	,383	,705	,070
	Laptop based materials (% of times used in calls)	,011	1,147	,260	,205
	Very useful (% of calls)	-,006	-,602	,552	-,109
	Increase / Will begin to prescribe (% of calls)	-,004	-,395	,696	-,072
	Quarter 2 (dummy)	,006	,600	,553	,109
	Quarter 3 (dummy)	,000	-,034	,973	-,006
	Year 2014 (dummy)	,000	-,005	,996	-,001

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,457
	Ln Other marketing expenditures stock	,200
	Ln Competitive global marketing expenditures stock	,096
	Ipad / Tablet (% of times used in calls)	,193
	Laptop based materials (% of times used in calls)	,525
	Very useful (% of calls)	,479

	Increase / Will begin to prescribe (% of calls)	,403
	Quarter 2 (dummy)	,593
	Quarter 3 (dummy)	,508
	Year 2014 (dummy)	,027

Variables Entered/Removed

Model	Variables Entered
1	Year 2013 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Drug price x drug age, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,999	,998	,997	,072380057	,998	1250,625
2	,999	,999	,997	,082346653	,000	,394

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	15	32	,000
2	12	20	,950

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,278	15	6,552	1250,625	,000
	Residual	,168	32	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	3,022	2,180		1,386	,175
	Ln Sales in DDDs lagged one period	,375	,094	,377	3,973	,000
	Ln Detailing flow (calls)	-,022	,186	-,007	-,116	,908
	Ln Journal advertising flow	,006	,004	,015	1,476	,150
	Ln Mailing flow	,011	,004	,025	2,714	,011

	Ln Detailing stock (calls)	,230	,134	,072	1,718	,096
	Ln Average drug price per DDD	1,358	,991	,350	1,370	,180
	Ln Average competitors price per DDD	-1,826	,780	-,159	-2,339	,026
	Drug age	,062	,013	,599	4,589	,000
	Ln Drug price x Ln Detailing flow	,018	,145	,030	,125	,902
	Ln Drug price x drug age	-,024	,008	-,125	-2,893	,007
	Public reimbursement (dummy)	,388	,106	,130	3,664	,001
	Printed material (% of times used in calls)	,340	,158	,033	2,147	,039
	Ln Avg number of products presented during the calls	-,245	,175	-,022	-1,399	,171
	Quarter 4 (dummy)	,069	,028	,021	2,503	,018
	Year 2013 (dummy)	,113	,039	,034	2,882	,007
2	(Constant)	4,139	3,977		1,041	,310
	Ln Sales in DDDs lagged one period	,297	,173	,299	1,716	,102
	Ln Detailing flow (calls)	,012	,326	,004	,037	,971
	Ln Journal advertising flow	,007	,006	,020	1,148	,264
	Ln Mailing flow	,008	,006	,018	1,261	,222
	Ln Detailing stock (calls)	,334	,248	,104	1,346	,193
	Ln Average drug price per DDD	,986	1,616	,254	,610	,549
	Ln Average competitors price per DDD	-1,537	1,313	-,134	-1,170	,256
	Drug age	,044	,029	,425	1,513	,146
	Ln Drug price x Ln Detailing flow	-,008	,249	-,013	-,031	,976
	Ln Drug price x drug age	-,014	,015	-,074	-,991	,334
	Public reimbursement (dummy)	,463	,202	,155	2,289	,033
	Printed material (% of times used in calls)	,289	,243	,028	1,190	,248
	Ln Avg number of products presented during the calls	-,362	,244	-,033	-1,483	,154
	Quarter 4 (dummy)	,137	,180	,042	,763	,454
	Year 2013 (dummy)	,199	,229	,060	,870	,395
	Ln Sales in DDDs lagged two periods	-,005	,156	-,005	-,033	,974
	Ln Competitive global marketing expenditures flow	,012	,056	,003	,204	,840
	Ln Other marketing expenditures stock	-,044	,062	-,016	-,715	,483
	Ln Competitive global marketing expenditures stock	-,022	,206	-,004	-,107	,916
	Ipad / Tablet (% of times used in calls)	-,031	,798	-,001	-,039	,969
	Laptop based materials (% of times used in calls)	,727	1,028	,009	,708	,487
	Very useful (% of calls)	-,091	,324	-,005	-,281	,782
	Increase / Will begin to prescribe (% of calls)	-,031	,273	-,002	-,112	,912
	Quarter 2 (dummy)	,024	,082	,007	,292	,773
	Quarter 3 (dummy)	,040	,131	,012	,304	,765
	Year 2014 (dummy)	,192	,483	,058	,398	,695
	Year 2015 (dummy)	,386	,714	,117	,541	,594

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,021	,182	,857	,033
	Ln Competitive global marketing expenditures flow	,012	1,141	,263	,201
	Ln Other marketing expenditures stock	-,022	-1,419	,166	-,247
	Ln Competitive global marketing expenditures stock	-,014	-,589	,560	-,105
	Ipad / Tablet (% of times used in calls)	,004	,225	,823	,040
	Laptop based materials (% of times used in calls)	,013	1,276	,212	,223
	Very useful (% of calls)	-,009	-,879	,386	-,156
	Increase / Will begin to prescribe (% of calls)	-,004	-,335	,740	-,060
	Quarter 2 (dummy)	,007	,774	,445	,138
	Quarter 3 (dummy)	-,006	-,578	,567	-,103
	Year 2014 (dummy)	-,031	-1,652	,109	-,285
	Year 2015 (dummy)	,048	1,841	,075	,314

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,468
	Ln Other marketing expenditures stock	,216
	Ln Competitive global marketing expenditures stock	,098
	Ipad / Tablet (% of times used in calls)	,194
	Laptop based materials (% of times used in calls)	,530
	Very useful (% of calls)	,494
	Increase / Will begin to prescribe (% of calls)	,403
	Quarter 2 (dummy)	,600
	Quarter 3 (dummy)	,562
	Year 2014 (dummy)	,147
	Year 2015 (dummy)	,073

Variables Entered/Removed

Model	Variables Entered
1	Year 2013 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Drug price x drug age, Printed material (% of times used in calls), Ln Average competitors price per DDD, Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Very useful (% of calls), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,073421959	,998	1302,060
2	,999	,999	,997	,082346653	,000	,480

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	13	20	,912

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,268	14	7,019	1302,060	,000
	Residual	,178	33	,005		
	Total	98,446	47			
2	Regression	98,310	27	3,641	536,960	,000
	Residual	,136	20	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2,372	2,160		1,098
	Ln Sales in DDDs lagged one period	,359	,095	,361	3,781
	Ln Detailing flow (calls)	,023	,186	,007	,122
	Ln Journal advertising flow	,006	,004	,016	1,552
	Ln Mailing flow	,010	,004	,024	2,627
	Ln Detailing stock (calls)	,251	,135	,078	1,858
	Ln Average drug price per DDD	1,409	1,005	,363	1,402
	Ln Average competitors price per DDD	-1,550	,766	-,135	-2,023
	Drug age	,063	,014	,608	4,593
	Ln Drug price x Ln Detailing flow	-,009	,146	-,015	-,061
	Ln Drug price x drug age	-,023	,008	-,117	-2,694
	Public reimbursement (dummy)	,400	,107	,134	3,736
	Printed material (% of times used in calls)	,326	,160	,032	2,030
	Quarter 4 (dummy)	,068	,028	,021	2,434
	Year 2013 (dummy)	,102	,039	,031	2,626

Coefficients

Model		Sig.
1	(Constant)	,280
	Ln Sales in DDDs lagged one period	,001
	Ln Detailing flow (calls)	,903
	Ln Journal advertising flow	,130
	Ln Mailing flow	,013
	Ln Detailing stock (calls)	,072
	Ln Average drug price per DDD	,170

	Ln Average competitors price per DDD	,051
	Drug age	,000
	Ln Drug price x Ln Detailing flow	,952
	Ln Drug price x drug age	,011
	Public reimbursement (dummy)	,001
	Printed material (% of times used in calls)	,050
	Quarter 4 (dummy)	,020
	Year 2013 (dummy)	,013

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,042	,361	,720	,064
	Ln Competitive global marketing expenditures flow	,012	1,140	,263	,198
	Ln Other marketing expenditures stock	-,017	-1,074	,291	-,187
	Ln Competitive global marketing expenditures stock	-,008	-,323	,749	-,057
	Ipad / Tablet (% of times used in calls)	,001	,051	,960	,009
	Laptop based materials (% of times used in calls)	,013	1,301	,203	,224
	Very useful (% of calls)	-,004	-,398	,693	-,070
	Increase / Will begin to prescribe (% of calls)	,000	,030	,976	,005
	Ln Avg number of products presented during the calls	-,022	-1,399	,171	-,240
	Quarter 2 (dummy)	,007	,717	,479	,126
	Quarter 3 (dummy)	-,003	-,342	,735	-,060
	Year 2014 (dummy)	-,023	-1,250	,220	-,216
	Year 2015 (dummy)	,035	1,357	,184	,233

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004
	Ln Competitive global marketing expenditures flow	,468
	Ln Other marketing expenditures stock	,225
	Ln Competitive global marketing expenditures stock	,101
	Ipad / Tablet (% of times used in calls)	,197
	Laptop based materials (% of times used in calls)	,531
	Very useful (% of calls)	,545
	Increase / Will begin to prescribe (% of calls)	,432
	Ln Avg number of products presented during the calls	,214
	Quarter 2 (dummy)	,601
	Quarter 3 (dummy)	,577
	Year 2014 (dummy)	,154
	Year 2015 (dummy)	,079

10.2. Product BL2

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,994	,986	,067286441	,994	126,382

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093

	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,994	,986	,065772674	,994	137,556
2	,997	,994	,986	,067286441	,000	,021

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,885

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,877	25	,595	137,556	,000
	Residual	,095	22	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,035	4,344		1,389	,179
	Ln Sales in DDDs lagged one period	-,133	,161	-,142	-,830	,416
	Ln Sales in DDDs lagged two periods	,435	,142	,495	3,060	,006
	Ln Detailing flow (calls)	,203	,462	,108	,440	,664
	Ln Journal advertising flow	,005	,004	,035	1,294	,209
	Ln Mailing flow	-,002	,004	-,011	-,467	,645
	Ln Competitive global marketing expenditures flow	,090	,060	,088	1,496	,149
	Ln Detailing stock (calls)	,141	,158	,042	,892	,382
	Ln Other marketing expenditures stock	-,105	,058	-,079	-1,804	,085
	Ln Competitive global marketing expenditures stock	,076	,113	,077	,670	,510
	Ln Average drug price per DDD	1,622	3,533	,348	,459	,651
	Ln Average competitors price per DDD	-,138	,228	-,091	-,606	,550
	Drug age	-,021	,018	-,522	-1,173	,253
	Ln Drug price x Ln Detailing flow	-,237	,427	-,474	-,554	,585
	Public reimbursement (dummy)	-,208	,114	-,178	-1,817	,083
	Ipad / Tablet (% of times used in calls)	,321	,351	,026	,913	,371
	Laptop based materials (% of times used in calls)	-1,541	,474	-,087	-3,249	,004
	Printed material (% of times used in calls)	,210	,122	,057	1,722	,099
	Very useful (% of calls)	-,133	,186	-,020	-,719	,480
	Ln Avg number of products presented during the calls	-,151	,212	-,019	-,715	,482
	Quarter 2 (dummy)	,063	,063	,049	1,001	,328
	Quarter 3 (dummy)	,169	,098	,131	1,722	,099
	Quarter 4 (dummy)	,395	,141	,306	2,791	,011
	Year 2013 (dummy)	,553	,204	,429	2,715	,013
	Year 2014 (dummy)	1,122	,379	,870	2,957	,007
	Year 2015 (dummy)	1,401	,575	1,086	2,437	,023
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007

	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,007	,146	,885	,032

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,121

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,994	,987	,064862381	,994	147,322
2	,997	,994	,986	,067286441	,000	,186

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,831

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,875	24	,620	147,322	,000
	Residual	,097	23	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,114	4,282		1,428	,167
	Ln Sales in DDDs lagged one period	-,135	,158	-,144	-,850	,404
	Ln Sales in DDDs lagged two periods	,443	,140	,504	3,173	,004
	Ln Detailing flow (calls)	,173	,453	,091	,381	,707
	Ln Journal advertising flow	,005	,004	,033	1,238	,228
	Ln Mailing flow	-,002	,004	-,014	-,641	,528
	Ln Competitive global marketing expenditures flow	,109	,050	,107	2,205	,038
	Ln Detailing stock (calls)	,107	,146	,032	,733	,471
	Ln Other marketing expenditures stock	-,115	,054	-,087	-2,121	,045
	Ln Competitive global marketing expenditures stock	,092	,109	,093	,847	,406
	Ln Average drug price per DDD	1,442	3,472	,309	,415	,682
	Drug age	-,024	,017	-,590	-1,389	,178
	Ln Drug price x Ln Detailing flow	-,224	,421	-,449	-,533	,599
	Public reimbursement (dummy)	-,165	,089	-,141	-1,859	,076
	Ipad / Tablet (% of times used in calls)	,371	,337	,030	1,101	,282

	Laptop based materials (% of times used in calls)	-1,475	,455	-,084	-3,240	,004
	Printed material (% of times used in calls)	,234	,114	,064	2,064	,050
	Very useful (% of calls)	-,115	,181	-,017	-,638	,530
	Ln Avg number of products presented during the calls	-,152	,209	-,019	-,728	,474
	Quarter 2 (dummy)	,076	,058	,059	1,298	,207
	Quarter 3 (dummy)	,182	,094	,141	1,927	,066
	Quarter 4 (dummy)	,417	,135	,324	3,100	,005
	Year 2013 (dummy)	,596	,188	,462	3,165	,004
	Year 2014 (dummy)	1,174	,364	,910	3,223	,004
	Year 2015 (dummy)	1,484	,551	1,151	2,696	,013
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,091	-,606	,550	-,128
	Increase / Will begin to prescribe (% of calls)	,005	,105	,917	,022

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,013
	Increase / Will begin to prescribe (% of calls)	,121

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,997	,993	,987	,064055898	,993	157,604
2	,997	,994	,986	,067286441	,000	,250

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,860

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,874	23	,647	157,604	,000
	Residual	,098	24	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,479	4,113		1,332	,195
	Ln Sales in DDDs lagged one period	-,141	,156	-,150	-,901	,377
	Ln Sales in DDDs lagged two periods	,436	,137	,495	3,168	,004
	Ln Detailing flow (calls)	,252	,430	,133	,586	,563
	Ln Journal advertising flow	,004	,004	,030	1,146	,263
	Ln Mailing flow	-,003	,004	-,017	-,793	,435
	Ln Competitive global marketing expenditures flow	,107	,049	,106	2,197	,038
	Ln Detailing stock (calls)	,078	,137	,023	,567	,576
	Ln Other marketing expenditures stock	-,120	,053	-,090	-2,246	,034
	Ln Competitive global marketing expenditures stock	,121	,097	,123	1,250	,224
	Ln Average drug price per DDD	2,100	3,274	,450	,641	,527
	Drug age	-,025	,017	-,609	-1,458	,158
	Ln Drug price x Ln Detailing flow	-,296	,400	-,593	-,738	,467
	Public reimbursement (dummy)	-,173	,087	-,148	-1,994	,058
	Ipad / Tablet (% of times used in calls)	,338	,329	,028	1,028	,314
	Laptop based materials (% of times used in calls)	-1,446	,447	-,082	-3,233	,004
	Printed material (% of times used in calls)	,216	,108	,059	1,992	,058
	Ln Avg number of products presented during the calls	-,147	,206	-,019	-,713	,483
	Quarter 2 (dummy)	,078	,058	,061	1,361	,186
	Quarter 3 (dummy)	,186	,093	,144	2,004	,057
	Quarter 4 (dummy)	,425	,132	,330	3,212	,004
	Year 2013 (dummy)	,630	,178	,488	3,534	,002
	Year 2014 (dummy)	1,219	,353	,945	3,454	,002
	Year 2015 (dummy)	1,540	,537	1,194	2,870	,008
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585

	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,073	-,502	,621	-,104
	Very useful (% of calls)	-,017	-,638	,530	-,132
	Increase / Will begin to prescribe (% of calls)	-,008	-,180	,859	-,037

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,013
	Very useful (% of calls)	,394
	Increase / Will begin to prescribe (% of calls)	,150

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,997	,993	,987	,063423083	,993	168,049
2	,997	,994	,986	,067286441	,000	,303

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,873

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,871	22	,676	168,049	,000
	Residual	,101	25	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,847	3,976		1,219	,234
	Ln Sales in DDDs lagged one period	-,081	,131	-,087	-,621	,540
	Ln Sales in DDDs lagged two periods	,419	,134	,477	3,123	,004
	Ln Detailing flow (calls)	,240	,425	,127	,565	,577
	Ln Journal advertising flow	,004	,003	,025	1,018	,319
	Ln Mailing flow	-,003	,004	-,015	-,729	,473
	Ln Competitive global marketing expenditures flow	,106	,048	,105	2,201	,037
	Ln Detailing stock (calls)	,060	,133	,018	,449	,657
	Ln Other marketing expenditures stock	-,110	,051	-,083	-2,155	,041
	Ln Competitive global marketing expenditures stock	,126	,096	,128	1,313	,201
	Ln Average drug price per DDD	2,120	3,242	,454	,654	,519
	Drug age	-,025	,017	-,615	-1,486	,150
	Ln Drug price x Ln Detailing flow	-,281	,396	-,563	-,709	,485
	Public reimbursement (dummy)	-,161	,084	-,138	-1,911	,067
	Ipad / Tablet (% of times used in calls)	,404	,312	,033	1,294	,207
	Laptop based materials (% of times used in calls)	-1,517	,432	-,086	-3,515	,002
	Printed material (% of times used in calls)	,214	,107	,058	1,994	,057
	Quarter 2 (dummy)	,075	,057	,058	1,319	,199
	Quarter 3 (dummy)	,177	,091	,137	1,945	,063
	Quarter 4 (dummy)	,415	,130	,322	3,184	,004

	Year 2013 (dummy)	,611	,175	,474	3,501	,002
	Year 2014 (dummy)	1,194	,348	,926	3,433	,002
	Year 2015 (dummy)	1,502	,529	1,164	2,840	,009
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,075	-,516	,610	-,105
	Very useful (% of calls)	-,016	-,616	,544	-,125
	Increase / Will begin to prescribe (% of calls)	-,002	-,054	,957	-,011
	Ln Avg number of products presented during the calls	-,019	-,713	,483	-,144

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,013
	Very useful (% of calls)	,394
	Increase / Will begin to prescribe (% of calls)	,155
	Ln Avg number of products presented during the calls	,404

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,997	,993	,988	,062668775	,993	180,296
2	,997	,994	,986	,067286441	,000	,311

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,901

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,870	21	,708	180,296	,000
	Residual	,102	26	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,500	3,890		1,157	,258
	Ln Sales in DDDs lagged two periods	,404	,130	,459	3,098	,005
	Ln Detailing flow (calls)	,191	,413	,101	,462	,648
	Ln Journal advertising flow	,003	,003	,024	,980	,336
	Ln Mailing flow	-,002	,003	-,011	-,572	,573
	Ln Competitive global marketing expenditures flow	,107	,048	,106	2,249	,033
	Ln Detailing stock (calls)	,068	,131	,020	,521	,607
	Ln Other marketing expenditures stock	-,109	,050	-,082	-2,172	,039
	Ln Competitive global marketing expenditures stock	,110	,092	,112	1,206	,239
	Ln Average drug price per DDD	1,872	3,179	,401	,589	,561
	Drug age	-,025	,016	-,627	-1,536	,137
	Ln Drug price x Ln Detailing flow	-,240	,386	-,481	-,622	,539
	Public reimbursement (dummy)	-,157	,083	-,134	-1,890	,070
	Ipad / Tablet (% of times used in calls)	,437	,304	,036	1,437	,163
	Laptop based materials (% of times used in calls)	-1,507	,426	-,085	-3,537	,002
	Printed material (% of times used in calls)	,198	,103	,054	1,924	,065
	Quarter 2 (dummy)	,073	,056	,057	1,308	,202
	Quarter 3 (dummy)	,173	,090	,134	1,926	,065
	Quarter 4 (dummy)	,400	,127	,310	3,160	,004
	Year 2013 (dummy)	,581	,166	,450	3,508	,002
	Year 2014 (dummy)	1,150	,337	,892	3,418	,002
	Year 2015 (dummy)	1,458	,518	1,131	2,816	,009
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005

	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,087	-,621	,540	-,123
	Ln Average competitors price per DDD	-,074	-,521	,607	-,104
	Very useful (% of calls)	-,018	-,681	,502	-,135
	Increase / Will begin to prescribe (% of calls)	-,011	-,281	,781	-,056
	Ln Avg number of products presented during the calls	-,006	-,274	,786	-,055

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,014
	Ln Average competitors price per DDD	,013
	Very useful (% of calls)	,398
	Increase / Will begin to prescribe (% of calls)	,180
	Ln Avg number of products presented during the calls	,567

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,996	,993	,987	,063194676	,993	186,101
2	,997	,994	,986	,067286441	,001	,469

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,823

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,864	20	,743	186,101	,000
	Residual	,108	27	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,488	3,835		1,431	,164
	Ln Sales in DDDs lagged two periods	,444	,127	,505	3,502	,002
	Ln Detailing flow (calls)	,216	,416	,114	,519	,608
	Ln Journal advertising flow	,004	,003	,030	1,245	,224
	Ln Mailing flow	-,001	,003	-,008	-,381	,706
	Ln Competitive global marketing expenditures flow	,106	,048	,105	2,211	,036
	Ln Detailing stock (calls)	,063	,132	,019	,479	,636
	Ln Other marketing expenditures stock	-,091	,049	-,069	-1,885	,070
	Ln Average drug price per DDD	1,827	3,205	,392	,570	,573
	Drug age	-,028	,016	-,693	-1,696	,101
	Ln Drug price x Ln Detailing flow	-,271	,388	-,544	-,699	,490
	Public reimbursement (dummy)	-,108	,073	-,093	-1,480	,150
	Ipad / Tablet (% of times used in calls)	,492	,303	,040	1,624	,116
	Laptop based materials (% of times used in calls)	-1,344	,407	-,076	-3,299	,003
	Printed material (% of times used in calls)	,242	,097	,066	2,485	,019
	Quarter 2 (dummy)	,092	,054	,071	1,687	,103
	Quarter 3 (dummy)	,201	,087	,156	2,296	,030
	Quarter 4 (dummy)	,423	,126	,328	3,358	,002
	Year 2013 (dummy)	,582	,167	,451	3,485	,002
	Year 2014 (dummy)	1,162	,339	,901	3,426	,002
	Year 2015 (dummy)	1,511	,520	1,172	2,904	,007
2	(Constant)	5,967	4,468		1,335	,196

	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,039	-,284	,779	-,056
	Ln Competitive global marketing expenditures stock	,112	1,206	,239	,230
	Ln Average competitors price per DDD	-,103	-,737	,468	-,143
	Very useful (% of calls)	-,026	-1,123	,272	-,215
	Increase / Will begin to prescribe (% of calls)	-,020	-,512	,613	-,100
	Ln Avg number of products presented during the calls	-,011	-,502	,620	-,098

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Competitive global marketing expenditures stock	,031
	Ln Average competitors price per DDD	,014
	Very useful (% of calls)	,481
	Increase / Will begin to prescribe (% of calls)	,187
	Ln Avg number of products presented during the calls	,591

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,996	,992	,987	,065016616	,992	184,940
2	,997	,994	,986	,067286441	,002	,735

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,645

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,854	19	,782	184,940	,000
	Residual	,118	28	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,217	3,942		1,324	,196
	Ln Sales in DDDs lagged two periods	,436	,130	,495	3,340	,002
	Ln Detailing flow (calls)	,273	,426	,145	,641	,527
	Ln Journal advertising flow	,003	,003	,022	,917	,367
	Ln Mailing flow	-,003	,003	-,016	-,821	,419
	Ln Competitive global marketing expenditures flow	,126	,048	,124	2,623	,014
	Ln Detailing stock (calls)	,092	,134	,028	,688	,497
	Ln Other marketing expenditures stock	-,098	,050	-,074	-1,976	,058
	Ln Average drug price per DDD	1,944	3,297	,417	,590	,560
	Drug age	-,033	,017	-,820	-1,990	,056
	Ln Drug price x Ln Detailing flow	-,314	,398	-,629	-,788	,438
	Public reimbursement (dummy)	-,131	,074	-,112	-1,775	,087
	Laptop based materials (% of times used in calls)	-1,136	,398	-,064	-2,855	,008
	Printed material (% of times used in calls)	,226	,100	,061	2,264	,031
	Quarter 2 (dummy)	,092	,056	,071	1,645	,111
	Quarter 3 (dummy)	,224	,089	,174	2,526	,017
	Quarter 4 (dummy)	,457	,128	,354	3,571	,001
	Year 2013 (dummy)	,619	,170	,480	3,642	,001
	Year 2014 (dummy)	1,264	,343	,980	3,686	,001
	Year 2015 (dummy)	1,686	,524	1,307	3,219	,003
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420

	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,066	-,473	,640	-,091
	Ln Competitive global marketing expenditures stock	,132	1,412	,169	,262
	Ln Average competitors price per DDD	-,159	-1,168	,253	-,219
	Ipad / Tablet (% of times used in calls)	,040	1,624	,116	,298
	Very useful (% of calls)	-,023	-,950	,351	-,180
	Increase / Will begin to prescribe (% of calls)	-,038	-1,072	,293	-,202
	Ln Avg number of products presented during the calls	-,017	-,774	,446	-,147

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Competitive global marketing expenditures stock	,031
	Ln Average competitors price per DDD	,015
	Ipad / Tablet (% of times used in calls)	,438
	Very useful (% of calls)	,484
	Increase / Will begin to prescribe (% of calls)	,219
	Ln Avg number of products presented during the calls	,612

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,996	,991	,986	,066903334	,991	184,217
2	,997	,994	,986	,067286441	,002	,959

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,493

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,842	18	,825	184,217	,000
	Residual	,130	29	,004		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,660	3,954		1,684	,103
	Ln Sales in DDDs lagged two periods	,333	,118	,379	2,825	,008
	Ln Detailing flow (calls)	,150	,432	,079	,347	,731
	Ln Journal advertising flow	,003	,004	,024	,942	,354
	Ln Mailing flow	-,002	,004	-,012	-,621	,540
	Ln Competitive global marketing expenditures flow	,120	,049	,118	2,432	,021
	Ln Detailing stock (calls)	,146	,134	,044	1,085	,287
	Ln Other marketing expenditures stock	-,090	,051	-,068	-1,761	,089
	Ln Average drug price per DDD	,464	3,264	,100	,142	,888
	Drug age	-,012	,011	-,298	-1,101	,280
	Ln Drug price x Ln Detailing flow	-,178	,401	-,356	-,443	,661
	Public reimbursement (dummy)	-,153	,075	-,131	-2,037	,051
	Laptop based materials (% of times used in calls)	-1,206	,407	-,068	-2,960	,006
	Printed material (% of times used in calls)	,261	,100	,071	2,613	,014
	Quarter 3 (dummy)	,106	,054	,082	1,972	,058
	Quarter 4 (dummy)	,286	,077	,222	3,709	,001
	Year 2013 (dummy)	,402	,110	,311	3,655	,001
	Year 2014 (dummy)	,828	,224	,642	3,694	,001
	Year 2015 (dummy)	1,022	,344	,793	2,973	,006
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659

	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,038	-,270	,789	-,051
	Ln Competitive global marketing expenditures stock	,163	1,795	,083	,321
	Ln Average competitors price per DDD	-,214	-1,680	,104	-,303
	Ipad / Tablet (% of times used in calls)	,040	1,579	,126	,286
	Very useful (% of calls)	-,029	-1,202	,240	-,221
	Increase / Will begin to prescribe (% of calls)	-,039	-1,070	,294	-,198
	Ln Avg number of products presented during the calls	-,017	-,769	,448	-,144
	Quarter 2 (dummy)	,071	1,645	,111	,297

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Competitive global marketing expenditures stock	,034
	Ln Average competitors price per DDD	,017
	Ipad / Tablet (% of times used in calls)	,438
	Very useful (% of calls)	,499
	Increase / Will begin to prescribe (% of calls)	,219
	Ln Avg number of products presented during the calls	,612
	Quarter 2 (dummy)	,150

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Public reimbursement (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,995	,990	,985	,069206699	,990	182,115
2	,997	,994	,986	,067286441	,003	1,193

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,349

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,828	17	,872	182,115	,000
	Residual	,144	30	,005		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,940	4,087		1,698	,100
	Ln Sales in DDDs lagged two periods	,280	,118	,319	2,375	,024
	Ln Detailing flow (calls)	,127	,446	,067	,284	,779
	Ln Journal advertising flow	,002	,004	,012	,464	,646
	Ln Mailing flow	-,002	,004	-,009	-,455	,652
	Ln Competitive global marketing expenditures flow	,086	,047	,084	1,829	,077
	Ln Detailing stock (calls)	,160	,139	,048	1,155	,257
	Ln Average drug price per DDD	-,397	3,338	-,085	-,119	,906
	Drug age	-,010	,011	-,251	-,901	,375
	Ln Drug price x Ln Detailing flow	-,100	,412	-,200	-,242	,810
	Public reimbursement (dummy)	-,149	,078	-,128	-1,928	,063
	Laptop based materials (% of times used in calls)	-1,007	,405	-,057	-2,487	,019
	Printed material (% of times used in calls)	,301	,101	,082	2,980	,006
	Quarter 3 (dummy)	,133	,053	,103	2,489	,019
	Quarter 4 (dummy)	,306	,079	,238	3,879	,001
	Year 2013 (dummy)	,425	,113	,329	3,763	,001
	Year 2014 (dummy)	,837	,232	,649	3,608	,001
	Year 2015 (dummy)	1,076	,354	,834	3,037	,005
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512

	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,060	-,411	,684	-,076
	Ln Other marketing expenditures stock	-,068	-1,761	,089	-,311
	Ln Competitive global marketing expenditures stock	,101	1,091	,284	,198
	Ln Average competitors price per DDD	-,252	-1,992	,056	-,347
	Ipad / Tablet (% of times used in calls)	,044	1,679	,104	,298
	Very useful (% of calls)	-,028	-1,120	,272	-,204
	Increase / Will begin to prescribe (% of calls)	-,051	-1,404	,171	-,252
	Ln Avg number of products presented during the calls	-,006	-,276	,784	-,051
	Quarter 2 (dummy)	,062	1,377	,179	,248

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Other marketing expenditures stock	,203
	Ln Competitive global marketing expenditures stock	,037
	Ln Average competitors price per DDD	,018
	Ipad / Tablet (% of times used in calls)	,441
	Very useful (% of calls)	,500
	Increase / Will begin to prescribe (% of calls)	,231
	Ln Avg number of products presented during the calls	,656
	Quarter 2 (dummy)	,151

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Average drug price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,984	,071775571	,989	179,700
2	,997	,994	,986	,067286441	,004	1,427

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,235

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,812	16	,926	179,700	,000
	Residual	,160	31	,005		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,210	4,236		1,702	,099
	Ln Sales in DDDs lagged two periods	,224	,118	,255	1,897	,067
	Ln Detailing flow (calls)	,306	,452	,162	,678	,503
	Ln Journal advertising flow	,004	,003	,025	1,010	,320
	Ln Mailing flow	,000	,004	-,002	-,100	,921
	Ln Detailing stock (calls)	,156	,144	,047	1,085	,286
	Ln Average drug price per DDD	,530	3,422	,114	,155	,878
	Drug age	-,001	,010	-,021	-,080	,937
	Ln Drug price x Ln Detailing flow	-,250	,419	-,502	-,597	,555
	Public reimbursement (dummy)	-,108	,077	-,093	-1,406	,170
	Laptop based materials (% of times used in calls)	-,878	,413	-,050	-2,125	,042
	Printed material (% of times used in calls)	,316	,104	,086	3,024	,005
	Quarter 3 (dummy)	,083	,048	,064	1,740	,092
	Quarter 4 (dummy)	,241	,073	,187	3,299	,002
	Year 2013 (dummy)	,366	,112	,284	3,264	,003
	Year 2014 (dummy)	,695	,227	,539	3,066	,004
	Year 2015 (dummy)	,819	,337	,635	2,428	,021
2	(Constant)	5,967	4,468		1,335	,196

	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,072	-,477	,637	-,087
	Ln Competitive global marketing expenditures flow	,084	1,829	,077	,317
	Ln Other marketing expenditures stock	-,031	-,812	,423	-,147
	Ln Competitive global marketing expenditures stock	,121	1,275	,212	,227
	Ln Average competitors price per DDD	-,294	-2,709	,011	-,443
	Ipad / Tablet (% of times used in calls)	,053	2,039	,050	,349
	Very useful (% of calls)	-,024	-,903	,374	-,163
	Increase / Will begin to prescribe (% of calls)	-,041	-1,086	,286	-,194
	Ln Avg number of products presented during the calls	-,011	-,466	,644	-,085
	Quarter 2 (dummy)	,059	1,249	,221	,222

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Competitive global marketing expenditures flow	,151
	Ln Other marketing expenditures stock	,240
	Ln Competitive global marketing expenditures stock	,038
	Ln Average competitors price per DDD	,024
	Ipad / Tablet (% of times used in calls)	,467
	Very useful (% of calls)	,504
	Increase / Will begin to prescribe (% of calls)	,235
	Ln Avg number of products presented during the calls	,665
	Quarter 2 (dummy)	,152

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Public reimbursement (dummy), Year 2014 (dummy), Ln Sales in DDDs lagged two periods, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Quarter 2 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,994	,988	,983	,074016310	,988	180,060
2	,997	,994	,986	,067286441	,005	1,611

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,167

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,797	15	,986	180,060	,000
	Residual	,175	32	,005		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,738	4,359		1,546	,132
	Ln Sales in DDDs lagged two periods	,245	,121	,278	2,016	,052
	Ln Detailing flow (calls)	,359	,465	,190	,773	,445
	Ln Journal advertising flow	,004	,004	,031	1,206	,237
	Ln Mailing flow	,000	,004	-,002	-,075	,941
	Ln Detailing stock (calls)	,070	,139	,021	,505	,617
	Ln Average drug price per DDD	1,120	3,511	,240	,319	,752
	Drug age	,010	,008	,255	1,212	,234
	Ln Drug price x Ln Detailing flow	-,307	,431	-,616	-,713	,481
	Public reimbursement (dummy)	-,066	,075	-,057	-,879	,386
	Laptop based materials (% of times used in calls)	-,933	,425	-,053	-2,194	,036
	Printed material (% of times used in calls)	,306	,107	,083	2,845	,008
	Quarter 4 (dummy)	,138	,045	,107	3,106	,004
	Year 2013 (dummy)	,234	,085	,182	2,747	,010
	Year 2014 (dummy)	,397	,153	,308	2,594	,014
	Year 2015 (dummy)	,366	,222	,284	1,653	,108
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659
	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495

	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,057	-,364	,718	-,065
	Ln Competitive global marketing expenditures flow	,025	,592	,558	,106
	Ln Other marketing expenditures stock	-,052	-1,540	,134	-,267
	Ln Competitive global marketing expenditures stock	,112	1,137	,264	,200
	Ln Average competitors price per DDD	-,228	-2,005	,054	-,339
	Ipad / Tablet (% of times used in calls)	,060	2,345	,026	,388
	Very useful (% of calls)	-,028	-1,029	,312	-,182
	Increase / Will begin to prescribe (% of calls)	-,027	-,682	,501	-,121
	Ln Avg number of products presented during the calls	-,005	-,195	,847	-,035
	Quarter 2 (dummy)	-,021	-,825	,416	-,147
	Quarter 3 (dummy)	,064	1,740	,092	,298

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,016
	Ln Competitive global marketing expenditures flow	,205
	Ln Other marketing expenditures stock	,314
	Ln Competitive global marketing expenditures stock	,038
	Ln Average competitors price per DDD	,026
	Ipad / Tablet (% of times used in calls)	,488
	Very useful (% of calls)	,508
	Increase / Will begin to prescribe (% of calls)	,245
	Ln Avg number of products presented during the calls	,680
	Quarter 2 (dummy)	,572
	Quarter 3 (dummy)	,253

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Printed material (% of times used in calls), Public reimbursement (dummy), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Quarter 3 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,987	,982	,075935096	,987	183,110
2	,997	,994	,986	,067286441	,006	1,752

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	12	21	,126

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,782	14	1,056	183,110	,000
	Residual	,190	33	,006		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,334	4,457		1,645	,109
	Ln Sales in DDDs lagged two periods	,240	,124	,273	1,932	,062
	Ln Detailing flow (calls)	,244	,471	,129	,518	,608
	Ln Journal advertising flow	,007	,003	,047	1,979	,056
	Ln Mailing flow	,002	,004	,010	,480	,634
	Ln Detailing stock (calls)	,058	,143	,017	,408	,686
	Ln Average drug price per DDD	,296	3,566	,063	,083	,934
	Drug age	,021	,006	,514	3,600	,001
	Ln Drug price x Ln Detailing flow	-,196	,436	-,392	-,448	,657
	Public reimbursement (dummy)	-,065	,077	-,055	-,838	,408
	Laptop based materials (% of times used in calls)	-,995	,434	-,056	-2,290	,029
	Printed material (% of times used in calls)	,269	,108	,073	2,496	,018
	Quarter 4 (dummy)	,082	,029	,063	2,795	,009
	Year 2013 (dummy)	,122	,053	,095	2,297	,028
	Year 2014 (dummy)	,159	,054	,123	2,955	,006
2	(Constant)	5,967	4,468		1,335	,196
	Ln Sales in DDDs lagged two periods	,440	,148	,500	2,963	,007
	Ln Detailing flow (calls)	,214	,478	,113	,447	,659

	Ln Journal advertising flow	,005	,004	,035	1,226	,234
	Ln Mailing flow	-,002	,004	-,010	-,413	,684
	Ln Detailing stock (calls)	,139	,163	,042	,854	,403
	Ln Average drug price per DDD	1,675	3,633	,359	,461	,650
	Drug age	-,020	,019	-,502	-1,055	,303
	Ln Drug price x Ln Detailing flow	-,244	,440	-,489	-,555	,585
	Public reimbursement (dummy)	-,208	,117	-,178	-1,777	,090
	Laptop based materials (% of times used in calls)	-1,548	,488	-,088	-3,175	,005
	Printed material (% of times used in calls)	,205	,130	,055	1,572	,131
	Quarter 4 (dummy)	,389	,150	,302	2,589	,017
	Year 2013 (dummy)	,545	,215	,422	2,529	,020
	Year 2014 (dummy)	1,105	,405	,857	2,725	,013
	Ln Sales in DDDs lagged one period	-,139	,169	-,149	-,822	,420
	Ln Competitive global marketing expenditures flow	,088	,062	,087	1,415	,172
	Ln Other marketing expenditures stock	-,106	,060	-,080	-1,762	,093
	Ln Competitive global marketing expenditures stock	,078	,117	,079	,667	,512
	Ln Average competitors price per DDD	-,140	,234	-,092	-,602	,554
	Ipad / Tablet (% of times used in calls)	,345	,396	,028	,870	,394
	Very useful (% of calls)	-,147	,212	-,022	-,695	,495
	Increase / Will begin to prescribe (% of calls)	,036	,245	,007	,146	,885
	Ln Avg number of products presented during the calls	-,146	,220	-,018	-,661	,516
	Quarter 2 (dummy)	,062	,065	,048	,960	,348
	Quarter 3 (dummy)	,163	,108	,126	1,516	,145
	Year 2015 (dummy)	1,373	,619	1,065	2,218	,038

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,046	-,290	,774	-,051
	Ln Competitive global marketing expenditures flow	,028	,641	,526	,113
	Ln Other marketing expenditures stock	-,037	-1,078	,289	-,187
	Ln Competitive global marketing expenditures stock	,056	,576	,569	,101
	Ln Average competitors price per DDD	-,223	-1,899	,067	-,318
	Ipad / Tablet (% of times used in calls)	,065	2,517	,017	,406
	Very useful (% of calls)	-,028	-1,023	,314	-,178
	Increase / Will begin to prescribe (% of calls)	-,028	-,689	,496	-,121
	Ln Avg number of products presented during the calls	-,010	-,425	,674	-,075
	Quarter 2 (dummy)	-,022	-,831	,412	-,145
	Quarter 3 (dummy)	-,005	-,192	,849	-,034
	Year 2015 (dummy)	,284	1,653	,108	,281

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,016
	Ln Competitive global marketing expenditures flow	,205
	Ln Other marketing expenditures stock	,330
	Ln Competitive global marketing expenditures stock	,041
	Ln Average competitors price per DDD	,026
	Ipad / Tablet (% of times used in calls)	,497
	Very useful (% of calls)	,508
	Increase / Will begin to prescribe (% of calls)	,245
	Ln Avg number of products presented during the calls	,696
	Quarter 2 (dummy)	,572
	Quarter 3 (dummy)	,624
	Year 2015 (dummy)	,012

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Printed material (% of times used in calls), Public reimbursement (dummy), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Quarter 2 (dummy), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,993	,986	,980	,078926576	,986	182,265
2	,997	,994	,986	,067286441	,008	1,983

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	13	34	,000
2	13	21	,079

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,760	13	1,135	182,265	,000
	Residual	,212	34	,006		
	Total	14,972	47			
2	Regression	14,877	26	,572	126,382	,000
	Residual	,095	21	,005		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	11,278	4,118		2,739
	Ln Detailing flow (calls)	,155	,488	,082	,318
	Ln Journal advertising flow	,006	,003	,044	1,794
	Ln Mailing flow	,001	,004	,003	,133
	Ln Detailing stock (calls)	,033	,148	,010	,223
	Ln Average drug price per DDD	-,719	3,666	-,154	-,196
	Drug age	,027	,005	,680	5,715
	Ln Drug price x Ln Detailing flow	-,117	,452	-,234	-,258
	Public reimbursement (dummy)	-,052	,080	-,044	-,644
	Laptop based materials (% of times used in calls)	-1,086	,449	-,062	-2,419
	Printed material (% of times used in calls)	,392	,091	,106	4,316
	Quarter 4 (dummy)	,097	,029	,075	3,313
	Year 2013 (dummy)	,181	,046	,140	3,968
	Year 2014 (dummy)	,217	,047	,168	4,639

Coefficients

Model		Sig.
1	(Constant)	,010
	Ln Detailing flow (calls)	,752
	Ln Journal advertising flow	,082
	Ln Mailing flow	,895
	Ln Detailing stock (calls)	,825
	Ln Average drug price per DDD	,846
	Drug age	,000
	Ln Drug price x Ln Detailing flow	,798
	Public reimbursement (dummy)	,524
	Laptop based materials (% of times used in calls)	,021
	Printed material (% of times used in calls)	,000
	Quarter 4 (dummy)	,002
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,039	,246	,807	,043
	Ln Sales in DDDs lagged two periods	,273	1,932	,062	,319
	Ln Competitive global marketing expenditures flow	,004	,091	,928	,016
	Ln Other marketing expenditures stock	-,032	-,892	,379	-,153
	Ln Competitive global marketing expenditures stock	,087	,877	,387	,151
	Ln Average competitors price per DDD	-,156	-1,278	,210	-,217
	Ipad / Tablet (% of times used in calls)	,058	2,116	,042	,346
	Very useful (% of calls)	-,026	-,904	,372	-,156

	Increase / Will begin to prescribe (% of calls)	-,034	-,827	,414	-,142
	Ln Avg number of products presented during the calls	-,011	-,441	,662	-,077
	Quarter 2 (dummy)	-,035	-1,409	,168	-,238
	Quarter 3 (dummy)	-,001	-,039	,969	-,007
	Year 2015 (dummy)	,277	1,541	,133	,259

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,017
	Ln Sales in DDDs lagged two periods	,019
	Ln Competitive global marketing expenditures flow	,222
	Ln Other marketing expenditures stock	,332
	Ln Competitive global marketing expenditures stock	,043
	Ln Average competitors price per DDD	,027
	Ipad / Tablet (% of times used in calls)	,504
	Very useful (% of calls)	,509
	Increase / Will begin to prescribe (% of calls)	,247
	Ln Avg number of products presented during the calls	,696
	Quarter 2 (dummy)	,648
	Quarter 3 (dummy)	,628
	Year 2015 (dummy)	,012

10.3. Product BL3

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Public reimbursement (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	1,000	1,000	.	.	1,000	.

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-1,683	,000		.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.
	Ln Detailing flow (calls)	,127	,000	,019	.
	Ln Journal advertising flow	,008	,000	,018	.
	Ln Mailing flow	-,009	,000	-,014	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.
	Ln Detailing stock (calls)	,353	,000	,099	.
	Ln Other marketing expenditures stock	,249	,000	,121	.
	Ln Average drug price per DDD	-,743	,000	-,022	.
	Drug age	,129	,000	,342	.
	Public reimbursement (dummy)	4,354	,000	,508	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.

	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.
	Very useful (% of calls)	-,308	,000	-,015	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.
	Year 2015 (dummy)	,043	,000	,010	.

Coefficients

Model		Sig.
1	(Constant)	.
	Ln Sales in DDDs lagged one period	.
	Ln Detailing flow (calls)	.
	Ln Journal advertising flow	.
	Ln Mailing flow	.
	Ln Competitive global marketing expenditures flow	.
	Ln Detailing stock (calls)	.
	Ln Other marketing expenditures stock	.
	Ln Average drug price per DDD	.
	Drug age	.
	Public reimbursement (dummy)	.
	Ipad / Tablet (% of times used in calls)	.
	Laptop based materials (% of times used in calls)	.
	Printed material (% of times used in calls)	.
	Very useful (% of calls)	.
	Increase / Will begin to prescribe (% of calls)	.
	Ln Avg number of products presented during the calls	.
	Year 2015 (dummy)	.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Competitive global marketing expenditures flow, Public reimbursement (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Very useful (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,999	,999	,996	,122119356	,999	421,663
2	1,000	1,000	.	.	,001	.

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	11	6	,000
2	6	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,172	11	6,288	421,663	,000
	Residual	,089	6	,015		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,718	6,722		-,404	,700
	Ln Sales in DDDs lagged one period	,050	,061	,083	,824	,442
	Ln Detailing flow (calls)	,127	,157	,019	,809	,449
	Ln Journal advertising flow	-,001	,013	-,003	-,094	,928
	Ln Mailing flow	,004	,019	,006	,199	,849
	Ln Competitive global marketing expenditures flow	-,080	,275	-,008	-,291	,781
	Ln Detailing stock (calls)	,218	,586	,061	,372	,723
	Ln Other marketing expenditures stock	,255	,159	,124	1,603	,160
	Ln Average drug price per DDD	-,179	2,579	-,005	-,069	,947
	Drug age	,126	,033	,333	3,779	,009
	Public reimbursement (dummy)	4,471	,632	,522	7,075	,000
	Year 2015 (dummy)	,275	,163	,066	1,685	,143
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,028	1,062	,337	,429
	Laptop based materials (% of times used in calls)	-,054	-3,096	,027	-,811
	Printed material (% of times used in calls)	,014	,382	,718	,168
	Very useful (% of calls)	-,078	-1,511	,191	-,560
	Increase / Will begin to prescribe (% of calls)	-,034	-1,194	,286	-,471
	Ln Avg number of products presented during the calls	,048	6,294	,001	,942

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,300
	Laptop based materials (% of times used in calls)	,294
	Printed material (% of times used in calls)	,188
	Very useful (% of calls)	,066
	Increase / Will begin to prescribe (% of calls)	,242
	Ln Avg number of products presented during the calls	,488

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Public reimbursement (dummy), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Very useful (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,999	,997	,113857836	,999	533,573
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	7	,000
2	7	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,170	10	6,917	533,573	,000
	Residual	,091	7	,013		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-4,102	4,434		-,925	,386
	Ln Sales in DDDs lagged one period	,043	,051	,070	,830	,434
	Ln Detailing flow (calls)	,106	,130	,016	,815	,442
	Ln Journal advertising flow	-,003	,011	-,006	-,256	,805
	Ln Mailing flow	,005	,018	,007	,259	,803
	Ln Detailing stock (calls)	,235	,543	,065	,432	,679
	Ln Other marketing expenditures stock	,258	,148	,126	1,744	,125
	Ln Average drug price per DDD	,035	2,304	,001	,015	,988
	Drug age	,129	,029	,342	4,451	,003
	Public reimbursement (dummy)	4,556	,522	,532	8,735	,000
	Year 2015 (dummy)	,271	,152	,065	1,789	,117
2	(Constant)	-1,683	,000		.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,008	-,291	,781	-,118
	Ipad / Tablet (% of times used in calls)	,028	1,167	,287	,430
	Laptop based materials (% of times used in calls)	-,054	-3,281	,017	-,801
	Printed material (% of times used in calls)	,011	,347	,740	,140
	Very useful (% of calls)	-,032	-1,097	,315	-,409
	Increase / Will begin to prescribe (% of calls)	-,032	-1,321	,235	-,475
	Ln Avg number of products presented during the calls	,041	3,877	,008	,845

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,258
	Ipad / Tablet (% of times used in calls)	,300
	Laptop based materials (% of times used in calls)	,294
	Printed material (% of times used in calls)	,195
	Very useful (% of calls)	,211
	Increase / Will begin to prescribe (% of calls)	,292
	Ln Avg number of products presented during the calls	,547

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Public reimbursement (dummy), Drug age, Ln Average drug price per DDD, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,999	,997	,111621246	,999	616,776
2	1,000	1,000	.	.	,001	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	8	,000
2	8	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,161	9	7,685	616,776	,000
	Residual	,100	8	,012		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-6,380	3,415		-1,868	,099
	Ln Detailing flow (calls)	,139	,121	,021	1,143	,286
	Ln Journal advertising flow	,000	,010	,000	-,011	,991
	Ln Mailing flow	,002	,017	,004	,130	,900
	Ln Detailing stock (calls)	,533	,399	,149	1,336	,218
	Ln Other marketing expenditures stock	,234	,142	,114	1,642	,139
	Ln Average drug price per DDD	,386	2,221	,011	,174	,866
	Drug age	,127	,028	,335	4,475	,002
	Public reimbursement (dummy)	4,713	,477	,550	9,886	,000
	Year 2015 (dummy)	,235	,142	,056	1,650	,138
2	(Constant)	-1,683	,000		.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,070	,830	,434	,299
	Ln Competitive global marketing expenditures flow	,002	,072	,945	,027
	Ipad / Tablet (% of times used in calls)	,031	1,338	,223	,451
	Laptop based materials (% of times used in calls)	-,046	-2,450	,044	-,679
	Printed material (% of times used in calls)	,012	,367	,724	,137
	Very useful (% of calls)	-,036	-1,340	,222	-,452
	Increase / Will begin to prescribe (% of calls)	-,035	-1,539	,168	-,503
	Ln Avg number of products presented during the calls	,042	4,428	,003	,858

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,026
	Ln Competitive global marketing expenditures flow	,316
	Ipad / Tablet (% of times used in calls)	,307
	Laptop based materials (% of times used in calls)	,309
	Printed material (% of times used in calls)	,195
	Very useful (% of calls)	,224
	Increase / Will begin to prescribe (% of calls)	,303
	Ln Avg number of products presented during the calls	,595

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Journal advertising flow, Public reimbursement (dummy), Ln Mailing flow, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,998	,996	,121685715	,998	583,557
2	1,000	1,000	.	.	,002	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	8	9	,000
2	9	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,128	8	8,641	583,557	,000
	Residual	,133	9	,015		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-10,196	2,728		-3,738	,005
	Ln Detailing flow (calls)	,235	,116	,036	2,029	,073
	Ln Journal advertising flow	-,006	,010	-,013	-,551	,595
	Ln Mailing flow	,005	,019	,008	,260	,801
	Ln Detailing stock (calls)	1,149	,148	,321	7,763	,000
	Ln Average drug price per DDD	2,376	2,029	,070	1,171	,272
	Drug age	,088	,017	,233	5,064	,001
	Public reimbursement (dummy)	5,096	,453	,595	11,244	,000
	Year 2015 (dummy)	,228	,155	,055	1,470	,176
2	(Constant)	-1,683	,000		.	.
	Ln Detailing flow (calls)	,127	,000	,019	.	.
	Ln Journal advertising flow	,008	,000	,018	.	.
	Ln Mailing flow	-,009	,000	-,014	.	.
	Ln Detailing stock (calls)	,353	,000	,099	.	.
	Ln Average drug price per DDD	-,743	,000	-,022	.	.
	Drug age	,129	,000	,342	.	.
	Public reimbursement (dummy)	4,354	,000	,508	.	.
	Year 2015 (dummy)	,043	,000	,010	.	.
	Ln Sales in DDDs lagged one period	,028	,000	,045	.	.
	Ln Competitive global marketing expenditures flow	-,158	,000	-,017	.	.
	Ln Other marketing expenditures stock	,249	,000	,121	.	.
	Ipad / Tablet (% of times used in calls)	,153	,000	,004	.	.
	Laptop based materials (% of times used in calls)	-1,403	,000	-,019	.	.
	Printed material (% of times used in calls)	-,345	,000	-,016	.	.
	Very useful (% of calls)	-,308	,000	-,015	.	.
	Increase / Will begin to prescribe (% of calls)	,117	,000	,005	.	.
	Ln Avg number of products presented during the calls	,698	,000	,041	.	.

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,040	,436	,674	,152
	Ln Competitive global marketing expenditures flow	-,004	-,146	,887	-,052
	Ln Other marketing expenditures stock	,114	1,642	,139	,502
	Ipad / Tablet (% of times used in calls)	,024	,919	,385	,309
	Laptop based materials (% of times used in calls)	-,020	-,857	,416	-,290
	Printed material (% of times used in calls)	-,003	-,097	,925	-,034
	Very useful (% of calls)	-,047	-1,830	,105	-,543
	Increase / Will begin to prescribe (% of calls)	-,042	-1,806	,109	-,538
	Ln Avg number of products presented during the calls	,043	3,190	,013	,748

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,027
	Ln Competitive global marketing expenditures flow	,324
	Ln Other marketing expenditures stock	,037
	Ipad / Tablet (% of times used in calls)	,314
	Laptop based materials (% of times used in calls)	,392
	Printed material (% of times used in calls)	,214
	Very useful (% of calls)	,256
	Increase / Will begin to prescribe (% of calls)	,320
	Ln Avg number of products presented during the calls	,595

Variables Entered/Removed

Model	Variables Entered
1	Public reimbursement (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Year 2015 (dummy), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,998	,996	,128551400	,998	597,310
2	1,000	1,000	.	.	,002	.

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	7	10	,000
2	10	0	.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,096	7	9,871	597,310	,000
	Residual	,165	10	,017		
	Total	69,261	17			
2	Regression	69,261	17	4,074	.	.
	Residual	,000	0	.		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-9,522	2,840		-3,352
	Ln Detailing flow (calls)	,212	,121	,032	1,747
	Ln Journal advertising flow	,001	,010	,002	,082
	Ln Mailing flow	,009	,020	,015	,471
	Ln Detailing stock (calls)	1,250	,139	,349	9,014
	Ln Average drug price per DDD	,887	1,857	,026	,478
	Drug age	,101	,016	,267	6,312
	Public reimbursement (dummy)	4,683	,376	,547	12,469

Coefficients

Model		Sig.
1	(Constant)	,007
	Ln Detailing flow (calls)	,111
	Ln Journal advertising flow	,936
	Ln Mailing flow	,648
	Ln Detailing stock (calls)	,000
	Ln Average drug price per DDD	,643
	Drug age	,000
	Public reimbursement (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,003	,027	,979	,009
	Ln Competitive global marketing expenditures flow	-,006	-,206	,841	-,069
	Ln Other marketing expenditures stock	,110	1,460	,178	,438
	Ipad / Tablet (% of times used in calls)	,020	,707	,497	,229
	Laptop based materials (% of times used in calls)	-,028	-1,180	,268	-,366

	Printed material (% of times used in calls)	,016	,501	,628	,165
	Very useful (% of calls)	-,052	-2,567	,030	-,650
	Increase / Will begin to prescribe (% of calls)	-,047	-2,536	,032	-,646
	Ln Avg number of products presented during the calls	,044	4,013	,003	,801
	Year 2015 (dummy)	,055	1,470	,176	,440

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,030
	Ln Competitive global marketing expenditures flow	,324
	Ln Other marketing expenditures stock	,038
	Ipad / Tablet (% of times used in calls)	,318
	Laptop based materials (% of times used in calls)	,421
	Printed material (% of times used in calls)	,264
	Very useful (% of calls)	,371
	Increase / Will begin to prescribe (% of calls)	,459
	Ln Avg number of products presented during the calls	,777
	Year 2015 (dummy)	,154

10.4. Product PA1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,944	,891	,744	,043234091	,891	6,064

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	27	20	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919

	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Drug age
2	Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,756	,042192834	,891	6,612
2	,944	,891	,744	,043234091	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000
2	1	20	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	26	,012	6,612	,000
	Residual	,037	21	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,327	8,040		3,896	,001
	Ln Sales in DDDs lagged one period	-,604	,165	-,601	-3,657	,001
	Ln Sales in DDDs lagged two periods	,025	,248	,027	,103	,919
	Ln Detailing flow (calls)	,058	,325	,170	,179	,859
	Ln Journal advertising flow	-,006	,005	-,237	-1,225	,234
	Ln Mailing flow	-,005	,004	-,168	-1,483	,153
	Ln Competitive global marketing expenditures flow	,004	,076	,011	,051	,960
	Ln Detailing stock (calls)	,035	,268	,038	,132	,896
	Ln Other marketing expenditures stock	,012	,022	,111	,558	,582
	Ln Competitive global marketing expenditures stock	-,088	,177	-,167	-,497	,625
	Ln Average drug price per DDD	-,261	10,857	-,117	-,024	,981

	Ln Average competitors price per DDD	-22,746	13,568	-7,134	-1,676	,108
	Drug age	-,088	,035	-14,429	-2,494	,021
	Drug age^2	-8,654E-6	,000	-,172	-,047	,963
	Ln Drug price x Ln Detailing flow	-,325	1,054	-1,145	-,308	,761
	Ln Drug price x drug age	,230	,067	6,424	3,404	,003
	Ipad / Tablet (% of times used in calls)	,283	,157	,236	1,799	,086
	Laptop based materials (% of times used in calls)	,037	,360	,011	,103	,919
	Very useful (% of calls)	-,197	,168	-,174	-1,176	,253
	Increase / Will begin to prescribe (% of calls)	,157	,145	,181	1,078	,293
	Ln Avg number of products presented during the calls	,076	,116	,097	,657	,518
	Quarter 2 (dummy)	,143	,050	,734	2,842	,010
	Quarter 3 (dummy)	,240	,068	1,230	3,518	,002
	Quarter 4 (dummy)	,351	,102	1,795	3,432	,003
	Year 2013 (dummy)	,297	,153	1,520	1,946	,065
	Year 2014 (dummy)	,097	,458	,497	,212	,834
	Year 2015 (dummy)	,427	,571	2,187	,749	,462
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307

	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	,004	,025	,980	,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,198

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD
2	Printed material (% of times used in calls), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,944	,891	,767	,041224902	,891	7,203
2	,944	,891	,744	,043234091	,000	,001

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	25	22	,000
2	2	20	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	25	,012	7,203	,000
	Residual	,037	22	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	31,394	7,731		4,061	,001
	Ln Sales in DDDs lagged one period	-,602	,156	-,599	-3,850	,001
	Ln Sales in DDDs lagged two periods	,022	,234	,024	,096	,924
	Ln Detailing flow (calls)	,057	,317	,166	,180	,859
	Ln Journal advertising flow	-,006	,004	-,235	-1,285	,212
	Ln Mailing flow	-,005	,003	-,168	-1,519	,143
	Ln Competitive global marketing expenditures flow	,005	,071	,013	,069	,946
	Ln Detailing stock (calls)	,031	,246	,033	,126	,901
	Ln Other marketing expenditures stock	,013	,021	,113	,602	,553
	Ln Competitive global marketing expenditures stock	-,087	,173	-,166	-,506	,618
	Ln Average drug price per DDD	-,446	9,881	-,200	-,045	,964
	Ln Average competitors price per DDD	-22,616	12,978	-7,093	-1,743	,095
	Drug age	-,090	,016	-14,667	-5,432	,000
	Ln Drug price x Ln Detailing flow	-,320	1,025	-1,129	-,312	,758
	Ln Drug price x drug age	,231	,056	6,470	4,126	,000
	Ipad / Tablet (% of times used in calls)	,285	,150	,237	1,895	,071
	Laptop based materials (% of times used in calls)	,044	,323	,013	,136	,893
	Very useful (% of calls)	-,193	,146	-,171	-1,328	,198
	Increase / Will begin to prescribe (% of calls)	,154	,132	,178	1,167	,256

	Ln Avg number of products presented during the calls	,073	,096	,094	,769	,450
	Quarter 2 (dummy)	,143	,046	,730	3,076	,006
	Quarter 3 (dummy)	,240	,066	1,228	3,612	,002
	Quarter 4 (dummy)	,350	,100	1,793	3,515	,002
	Year 2013 (dummy)	,297	,149	1,519	1,992	,059
	Year 2014 (dummy)	,100	,444	,512	,226	,824
	Year 2015 (dummy)	,429	,556	2,196	,771	,449
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	-,172	-,047	,963	-,010
	Printed material (% of times used in calls)	,004	,028	,978	,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,000
	Printed material (% of times used in calls)	,199

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,944	,891	,777	,040323070	,891	7,843
2	,944	,891	,744	,043234091	,000	,002

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	24	23	,000
2	3	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	24	,013	7,843	,000
	Residual	,037	23	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,302	7,448		4,203	,000
	Ln Sales in DDDs lagged one period	-,606	,145	-,602	-4,187	,000
	Ln Sales in DDDs lagged two periods	,025	,225	,027	,113	,911
	Ln Detailing flow (calls)	,068	,265	,199	,257	,799
	Ln Journal advertising flow	-,006	,004	-,236	-1,332	,196
	Ln Mailing flow	-,005	,003	-,166	-1,592	,125
	Ln Detailing stock (calls)	,038	,219	,041	,174	,864
	Ln Other marketing expenditures stock	,013	,020	,115	,640	,528
	Ln Competitive global marketing expenditures stock	-,086	,168	-,164	-,513	,613
	Ln Average drug price per DDD	-,205	9,036	-,092	-,023	,982
	Ln Average competitors price per DDD	-22,608	12,693	-7,090	-1,781	,088
	Drug age	-,090	,016	-14,662	-5,554	,000
	Ln Drug price x Ln Detailing flow	-,350	,904	-1,237	-,388	,702
	Ln Drug price x drug age	,231	,054	6,458	4,238	,000
	Ipad / Tablet (% of times used in calls)	,283	,146	,236	1,946	,064
	Laptop based materials (% of times used in calls)	,046	,314	,014	,146	,885
	Very useful (% of calls)	-,194	,142	-,171	-1,359	,187
	Increase / Will begin to prescribe (% of calls)	,156	,128	,180	1,217	,236
	Ln Avg number of products presented during the calls	,075	,090	,096	,831	,415
	Quarter 2 (dummy)	,143	,045	,731	3,152	,004
	Quarter 3 (dummy)	,239	,064	1,225	3,715	,001
	Quarter 4 (dummy)	,350	,097	1,791	3,595	,002
	Year 2013 (dummy)	,299	,140	1,533	2,135	,044
	Year 2014 (dummy)	,103	,431	,528	,239	,813
	Year 2015 (dummy)	,433	,541	2,217	,801	,431
2	(Constant)	31,267	8,577		3,645	,002

	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,013	,069	,946	,015
	Drug age^2	-,226	-,065	,948	-,014
	Printed material (% of times used in calls)	,006	,039	,969	,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,129
	Drug age^2	,000
	Printed material (% of times used in calls)	,204

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD
2	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,944	,891	,787	,039484980	,891	8,534
2	,944	,891	,744	,043234091	,000	,005

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	4	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	23	,013	8,534	,000
	Residual	,037	24	,002		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,886	5,243		6,081	,000
	Ln Sales in DDDs lagged one period	-,611	,134	-,608	-4,559	,000
	Ln Detailing flow (calls)	,065	,258	,190	,253	,803
	Ln Journal advertising flow	-,005	,004	-,228	-1,462	,157
	Ln Mailing flow	-,005	,003	-,165	-1,623	,118
	Ln Detailing stock (calls)	,032	,209	,034	,155	,878
	Ln Other marketing expenditures stock	,013	,020	,113	,645	,525
	Ln Competitive global marketing expenditures stock	-,087	,164	-,166	-,533	,599
	Ln Average drug price per DDD	-,288	8,819	-,129	-,033	,974
	Ln Average competitors price per DDD	-22,868	12,223	-7,172	-1,871	,074
	Drug age	-,089	,016	-14,643	-5,676	,000
	Ln Drug price x Ln Detailing flow	-,345	,884	-1,216	-,390	,700
	Ln Drug price x drug age	,233	,049	6,529	4,803	,000
	Ipad / Tablet (% of times used in calls)	,280	,140	,234	2,000	,057
	Laptop based materials (% of times used in calls)	,054	,300	,016	,180	,859
	Very useful (% of calls)	-,189	,134	-,167	-1,414	,170
	Increase / Will begin to prescribe (% of calls)	,151	,119	,174	1,273	,215
	Ln Avg number of products presented during the calls	,074	,088	,094	,841	,409
	Quarter 2 (dummy)	,140	,036	,715	3,932	,001
	Quarter 3 (dummy)	,236	,057	1,209	4,158	,000
	Quarter 4 (dummy)	,345	,083	1,764	4,136	,000
	Year 2013 (dummy)	,290	,110	1,485	2,628	,015
	Year 2014 (dummy)	,079	,365	,403	,216	,831
	Year 2015 (dummy)	,400	,447	2,050	,896	,379
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633

	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,027	,113	,911	,024
	Ln Competitive global marketing expenditures flow	,017	,089	,930	,019
	Drug age^2	-,139	-,042	,967	-,009
	Printed material (% of times used in calls)	,002	,016	,987	,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,085
	Ln Competitive global marketing expenditures flow	,134
	Drug age^2	,000
	Printed material (% of times used in calls)	,213

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,795	,038713370	,891	9,280
2	,944	,891	,744	,043234091	,000	,009

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	5	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	22	,014	9,280	,000
	Residual	,037	25	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,027	5,084		6,300	,000
	Ln Sales in DDDs lagged one period	-,611	,131	-,608	-4,655	,000
	Ln Detailing flow (calls)	,068	,253	,198	,269	,790
	Ln Journal advertising flow	-,005	,004	-,230	-1,509	,144
	Ln Mailing flow	-,005	,003	-,166	-1,675	,106
	Ln Detailing stock (calls)	,027	,203	,029	,133	,895
	Ln Other marketing expenditures stock	,013	,019	,115	,668	,510
	Ln Competitive global marketing expenditures stock	-,091	,160	-,172	-,567	,576
	Ln Average drug price per DDD	-,237	8,642	-,106	-,027	,978
	Ln Average competitors price per DDD	-23,016	11,956	-7,218	-1,925	,066
	Drug age	-,090	,015	-14,766	-6,053	,000
	Ln Drug price x Ln Detailing flow	-,364	,860	-1,285	-,423	,676
	Ln Drug price x drug age	,237	,044	6,618	5,328	,000
	Ipad / Tablet (% of times used in calls)	,285	,136	,237	2,099	,046
	Very useful (% of calls)	-,199	,119	-,176	-1,673	,107
	Increase / Will begin to prescribe (% of calls)	,154	,115	,178	1,345	,191
	Ln Avg number of products presented during the calls	,079	,083	,100	,954	,349
	Quarter 2 (dummy)	,140	,035	,718	4,034	,000
	Quarter 3 (dummy)	,236	,056	1,206	4,238	,000
	Quarter 4 (dummy)	,344	,082	1,763	4,215	,000
	Year 2013 (dummy)	,286	,106	1,466	2,693	,012
	Year 2014 (dummy)	,070	,355	,359	,198	,845
	Year 2015 (dummy)	,390	,435	1,999	,898	,378
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029

	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012
	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2014 (dummy)	,097	,470	,497	,207	,838
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,034	,153	,879	,031
	Ln Competitive global marketing expenditures flow	,021	,115	,910	,023
	Drug age^2	-,320	-,106	,916	-,022
	Laptop based materials (% of times used in calls)	,016	,180	,859	,037
	Printed material (% of times used in calls)	-,005	-,039	,969	-,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,090
	Ln Competitive global marketing expenditures flow	,136
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,570
	Printed material (% of times used in calls)	,235

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,891	,802	,037991272	,891	10,093
2	,944	,891	,744	,043234091	,000	,013

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	6	20	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,306	21	,015	10,093	,000
	Residual	,038	26	,001		
	Total	,343	47			
2	Regression	,306	27	,011	6,064	,000
	Residual	,037	20	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32,238	4,877		6,610	,000
	Ln Sales in DDDs lagged one period	-,613	,129	-,610	-4,768	,000
	Ln Detailing flow (calls)	,083	,237	,241	,348	,731
	Ln Journal advertising flow	-,005	,004	-,230	-1,542	,135

	Ln Mailing flow	-,005	,003	-,172	-1,846	,076
	Ln Detailing stock (calls)	,043	,183	,046	,233	,817
	Ln Other marketing expenditures stock	,015	,017	,130	,875	,389
	Ln Competitive global marketing expenditures stock	-,093	,156	-,176	-,593	,558
	Ln Average drug price per DDD	,739	6,961	,331	,106	,916
	Ln Average competitors price per DDD	-24,990	6,463	-7,837	-3,867	,001
	Drug age	-,090	,015	-14,747	-6,165	,000
	Ln Drug price x Ln Detailing flow	-,413	,808	-1,459	-,512	,613
	Ln Drug price x drug age	,238	,043	6,666	5,576	,000
	Ipad / Tablet (% of times used in calls)	,282	,132	,235	2,130	,043
	Very useful (% of calls)	-,202	,116	-,179	-1,751	,092
	Increase / Will begin to prescribe (% of calls)	,158	,111	,182	1,421	,167
	Ln Avg number of products presented during the calls	,080	,081	,102	,996	,328
	Quarter 2 (dummy)	,137	,030	,701	4,559	,000
	Quarter 3 (dummy)	,231	,049	1,182	4,698	,000
	Quarter 4 (dummy)	,336	,070	1,721	4,838	,000
	Year 2013 (dummy)	,276	,092	1,415	2,996	,006
	Year 2015 (dummy)	,306	,072	1,565	4,268	,000
2	(Constant)	31,267	8,577		3,645	,002
	Ln Sales in DDDs lagged one period	-,603	,177	-,599	-3,400	,003
	Ln Detailing flow (calls)	,061	,347	,177	,175	,863
	Ln Journal advertising flow	-,006	,005	-,238	-1,173	,254
	Ln Mailing flow	-,005	,004	-,168	-1,443	,164
	Ln Detailing stock (calls)	,037	,286	,040	,131	,897
	Ln Other marketing expenditures stock	,013	,025	,113	,505	,619
	Ln Competitive global marketing expenditures stock	-,088	,182	-,168	-,485	,633
	Ln Average drug price per DDD	-,089	13,037	-,040	-,007	,995
	Ln Average competitors price per DDD	-22,866	14,681	-7,171	-1,558	,135
	Drug age	-,088	,037	-14,392	-2,357	,029
	Ln Drug price x Ln Detailing flow	-,332	1,122	-1,172	-,296	,770
	Ln Drug price x drug age	,228	,091	6,382	2,510	,021
	Ipad / Tablet (% of times used in calls)	,285	,180	,238	1,585	,129
	Very useful (% of calls)	-,196	,179	-,173	-1,093	,287
	Increase / Will begin to prescribe (% of calls)	,156	,149	,181	1,048	,307
	Ln Avg number of products presented during the calls	,076	,122	,096	,619	,543
	Quarter 2 (dummy)	,143	,052	,734	2,771	,012

	Quarter 3 (dummy)	,241	,072	1,232	3,362	,003
	Quarter 4 (dummy)	,351	,109	1,798	3,237	,004
	Year 2013 (dummy)	,299	,176	1,531	1,704	,104
	Year 2015 (dummy)	,428	,586	2,192	,731	,473
	Ln Sales in DDDs lagged two periods	,027	,260	,028	,104	,919
	Ln Competitive global marketing expenditures flow	,004	,079	,010	,045	,964
	Drug age^2	-8,483E-6	,000	-,169	-,045	,965
	Laptop based materials (% of times used in calls)	,040	,383	,012	,104	,918
	Printed material (% of times used in calls)	,002	,095	,004	,025	,980
	Year 2014 (dummy)	,097	,470	,497	,207	,838

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,006	,032	,975	,006
	Ln Competitive global marketing expenditures flow	,021	,116	,908	,023
	Drug age^2	-,434	-,151	,881	-,030
	Laptop based materials (% of times used in calls)	,014	,156	,877	,031
	Printed material (% of times used in calls)	-,001	-,004	,997	-,001
	Year 2014 (dummy)	,359	,198	,845	,040

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,123
	Ln Competitive global marketing expenditures flow	,136
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,579
	Printed material (% of times used in calls)	,243
	Year 2014 (dummy)	,001

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,943	,889	,807	,037532488	,889	10,840
2	,943	,890	,754	,042439795	,001	,019

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,305	20	,015	10,840	,000
	Residual	,038	27	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,558	3,923		7,790	,000
	Ln Sales in DDDs lagged one period	-,606	,127	-,603	-4,792	,000
	Ln Detailing flow (calls)	,117	,228	,339	,512	,613
	Ln Journal advertising flow	-,005	,003	-,208	-1,456	,157
	Ln Mailing flow	-,005	,003	-,161	-1,787	,085

	Ln Detailing stock (calls)	,044	,181	,047	,243	,810
	Ln Other marketing expenditures stock	,013	,016	,114	,788	,438
	Ln Average drug price per DDD	1,408	6,786	,630	,207	,837
	Ln Average competitors price per DDD	-25,190	6,376	-7,900	-3,951	,001
	Drug age	-,089	,014	-14,604	-6,212	,000
	Ln Drug price x Ln Detailing flow	-,500	,785	-1,765	-,637	,529
	Ln Drug price x drug age	,239	,042	6,696	5,675	,000
	Ipad / Tablet (% of times used in calls)	,243	,114	,203	2,134	,042
	Very useful (% of calls)	-,182	,109	-,161	-1,670	,106
	Increase / Will begin to prescribe (% of calls)	,144	,107	,166	1,342	,191
	Ln Avg number of products presented during the calls	,076	,079	,097	,962	,345
	Quarter 2 (dummy)	,131	,028	,671	4,682	,000
	Quarter 3 (dummy)	,226	,048	1,155	4,724	,000
	Quarter 4 (dummy)	,332	,068	1,701	4,862	,000
	Year 2013 (dummy)	,276	,091	1,414	3,030	,005
	Year 2015 (dummy)	,300	,070	1,535	4,278	,000
2	(Constant)	29,472	7,597		3,880	,001
	Ln Sales in DDDs lagged one period	-,596	,173	-,593	-3,435	,002
	Ln Detailing flow (calls)	,096	,333	,280	,288	,776
	Ln Journal advertising flow	-,005	,005	-,219	-1,119	,276
	Ln Mailing flow	-,005	,003	-,156	-1,397	,177
	Ln Detailing stock (calls)	,040	,281	,043	,143	,888
	Ln Other marketing expenditures stock	,011	,025	,098	,452	,656
	Ln Average drug price per DDD	,305	12,773	,137	,024	,981
	Ln Average competitors price per DDD	-22,372	14,376	-7,017	-1,556	,135
	Drug age	-,088	,037	-14,464	-2,414	,025
	Ln Drug price x Ln Detailing flow	-,416	1,088	-1,467	-,382	,706
	Ln Drug price x drug age	,229	,089	6,400	2,565	,018
	Ipad / Tablet (% of times used in calls)	,250	,162	,208	1,547	,137
	Very useful (% of calls)	-,172	,169	-,152	-1,018	,320
	Increase / Will begin to prescribe (% of calls)	,143	,144	,165	,991	,333
	Ln Avg number of products presented during the calls	,070	,120	,089	,583	,566
	Quarter 2 (dummy)	,139	,050	,711	2,779	,011
	Quarter 3 (dummy)	,237	,070	1,214	3,392	,003
	Quarter 4 (dummy)	,350	,107	1,793	3,288	,004
	Year 2013 (dummy)	,306	,172	1,566	1,782	,089
	Year 2015 (dummy)	,457	,572	2,340	,799	,433
	Ln Sales in DDDs lagged two periods	,034	,255	,036	,135	,894

	Ln Competitive global marketing expenditures flow	,001	,077	,002	,008	,994
	Drug age^2	-5,981E-7	,000	-,012	-,003	,997
	Laptop based materials (% of times used in calls)	,061	,374	,018	,162	,873
	Printed material (% of times used in calls)	,001	,094	,002	,015	,988
	Year 2014 (dummy)	,126	,457	,646	,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,011	,060	,953	,012
	Ln Competitive global marketing expenditures flow	,012	,068	,946	,013
	Drug age^2	-,328	-,116	,908	-,023
	Laptop based materials (% of times used in calls)	,018	,215	,831	,042
	Printed material (% of times used in calls)	-,006	-,048	,962	-,010
	Year 2014 (dummy)	,430	,241	,812	,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,123
	Ln Competitive global marketing expenditures flow	,137
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,585
	Printed material (% of times used in calls)	,244
	Year 2014 (dummy)	,001

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 3 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,942	,887	,810	,037277054	,887	11,534
2	,943	,890	,754	,042439795	,003	,086

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,305	19	,016	11,534	,000
	Residual	,039	28	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,254	3,796		8,233	,000
	Ln Sales in DDDs lagged one period	-,597	,125	-,594	-4,772	,000
	Ln Detailing flow (calls)	,059	,214	,172	,276	,784
	Ln Journal advertising flow	-,004	,003	-,174	-1,288	,208
	Ln Mailing flow	-,005	,003	-,168	-1,876	,071
	Ln Detailing stock (calls)	,007	,174	,008	,042	,967
	Ln Average drug price per DDD	-,730	6,177	-,327	-,118	,907
	Ln Average competitors price per DDD	-24,400	6,254	-7,652	-3,901	,001
	Drug age	-,091	,014	-14,838	-6,405	,000
	Ln Drug price x Ln Detailing flow	-,309	,741	-1,089	-,416	,680
	Ln Drug price x drug age	,245	,041	6,859	5,947	,000
	Ipad / Tablet (% of times used in calls)	,228	,111	,190	2,042	,051
	Very useful (% of calls)	-,186	,108	-,164	-1,718	,097

	Increase / Will begin to prescribe (% of calls)	,134	,106	,155	1,267	,216
	Ln Avg number of products presented during the calls	,068	,078	,086	,867	,393
	Quarter 2 (dummy)	,127	,027	,651	4,647	,000
	Quarter 3 (dummy)	,216	,046	1,105	4,712	,000
	Quarter 4 (dummy)	,324	,067	1,659	4,831	,000
	Year 2013 (dummy)	,257	,087	1,318	2,946	,006
	Year 2015 (dummy)	,291	,069	1,488	4,234	,000
2	(Constant)	29,472	7,597		3,880	,001
	Ln Sales in DDDs lagged one period	-,596	,173	-,593	-3,435	,002
	Ln Detailing flow (calls)	,096	,333	,280	,288	,776
	Ln Journal advertising flow	-,005	,005	-,219	-1,119	,276
	Ln Mailing flow	-,005	,003	-,156	-1,397	,177
	Ln Detailing stock (calls)	,040	,281	,043	,143	,888
	Ln Average drug price per DDD	,305	12,773	,137	,024	,981
	Ln Average competitors price per DDD	-22,372	14,376	-7,017	-1,556	,135
	Drug age	-,088	,037	-14,464	-2,414	,025
	Ln Drug price x Ln Detailing flow	-,416	1,088	-1,467	-,382	,706
	Ln Drug price x drug age	,229	,089	6,400	2,565	,018
	Ipad / Tablet (% of times used in calls)	,250	,162	,208	1,547	,137
	Very useful (% of calls)	-,172	,169	-,152	-1,018	,320
	Increase / Will begin to prescribe (% of calls)	,143	,144	,165	,991	,333
	Ln Avg number of products presented during the calls	,070	,120	,089	,583	,566
	Quarter 2 (dummy)	,139	,050	,711	2,779	,011
	Quarter 3 (dummy)	,237	,070	1,214	3,392	,003
	Quarter 4 (dummy)	,350	,107	1,793	3,288	,004
	Year 2013 (dummy)	,306	,172	1,566	1,782	,089
	Year 2015 (dummy)	,457	,572	2,340	,799	,433
	Ln Sales in DDDs lagged two periods	,034	,255	,036	,135	,894
	Ln Competitive global marketing expenditures flow	,001	,077	,002	,008	,994
	Ln Other marketing expenditures stock	,011	,025	,098	,452	,656
	Drug age^2	-5,981E-7	,000	-,012	-,003	,997
	Laptop based materials (% of times used in calls)	,061	,374	,018	,162	,873
	Printed material (% of times used in calls)	,001	,094	,002	,015	,988
	Year 2014 (dummy)	,126	,457	,646	,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,038	-,222	,826	-,043
	Ln Competitive global marketing expenditures flow	,040	,231	,819	,044
	Ln Other marketing expenditures stock	,114	,788	,438	,150
	Drug age^2	-1,129	-,450	,656	-,086
	Laptop based materials (% of times used in calls)	,016	,195	,847	,037
	Printed material (% of times used in calls)	-,038	-,304	,764	-,058
	Year 2014 (dummy)	,905	,578	,568	,111

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,141
	Ln Competitive global marketing expenditures flow	,143
	Ln Other marketing expenditures stock	,196
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,585
	Printed material (% of times used in calls)	,274
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,940	,884	,811	,037116850	,884	12,238
2	,943	,890	,754	,042439795	,006	,148

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,303	18	,017	12,238	,000
	Residual	,040	29	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,219	3,780		8,260	,000
	Ln Sales in DDDs lagged one period	-,588	,124	-,584	-4,734	,000
	Ln Detailing flow (calls)	,069	,213	,200	,323	,749
	Ln Journal advertising flow	-,003	,003	-,125	-1,022	,315
	Ln Mailing flow	-,005	,003	-,172	-1,942	,062
	Ln Detailing stock (calls)	,027	,171	,029	,157	,876
	Ln Average drug price per DDD	,726	5,919	,325	,123	,903
	Ln Average competitors price per DDD	-26,422	5,778	-8,287	-4,573	,000
	Drug age	-,089	,014	-14,511	-6,376	,000
	Ln Drug price x Ln Detailing flow	-,304	,738	-1,072	-,412	,684
	Ln Drug price x drug age	,229	,037	6,413	6,241	,000
	Ipad / Tablet (% of times used in calls)	,202	,107	,168	1,886	,069
	Very useful (% of calls)	-,147	,098	-,130	-1,500	,144
	Increase / Will begin to prescribe (% of calls)	,099	,097	,114	1,015	,319
	Quarter 2 (dummy)	,136	,025	,696	5,356	,000
	Quarter 3 (dummy)	,230	,043	1,176	5,379	,000
	Quarter 4 (dummy)	,343	,063	1,758	5,451	,000
	Year 2013 (dummy)	,292	,077	1,497	3,788	,001
	Year 2015 (dummy)	,311	,064	1,594	4,865	,000

2	(Constant)	29,472	7,597		3,880	,001
	Ln Sales in DDDs lagged one period	-,596	,173	-,593	-3,435	,002
	Ln Detailing flow (calls)	,096	,333	,280	,288	,776
	Ln Journal advertising flow	-,005	,005	-,219	-1,119	,276
	Ln Mailing flow	-,005	,003	-,156	-1,397	,177
	Ln Detailing stock (calls)	,040	,281	,043	,143	,888
	Ln Average drug price per DDD	,305	12,773	,137	,024	,981
	Ln Average competitors price per DDD	-22,372	14,376	-7,017	-1,556	,135
	Drug age	-,088	,037	-14,464	-2,414	,025
	Ln Drug price x Ln Detailing flow	-,416	1,088	-1,467	-,382	,706
	Ln Drug price x drug age	,229	,089	6,400	2,565	,018
	Ipad / Tablet (% of times used in calls)	,250	,162	,208	1,547	,137
	Very useful (% of calls)	-,172	,169	-,152	-1,018	,320
	Increase / Will begin to prescribe (% of calls)	,143	,144	,165	,991	,333
	Quarter 2 (dummy)	,139	,050	,711	2,779	,011
	Quarter 3 (dummy)	,237	,070	1,214	3,392	,003
	Quarter 4 (dummy)	,350	,107	1,793	3,288	,004
	Year 2013 (dummy)	,306	,172	1,566	1,782	,089
	Year 2015 (dummy)	,457	,572	2,340	,799	,433
	Ln Sales in DDDs lagged two periods	,034	,255	,036	,135	,894
	Ln Competitive global marketing expenditures flow	,001	,077	,002	,008	,994
	Ln Other marketing expenditures stock	,011	,025	,098	,452	,656
	Drug age^2	-5,981E-7	,000	-,012	-,003	,997
	Laptop based materials (% of times used in calls)	,061	,374	,018	,162	,873
	Printed material (% of times used in calls)	,001	,094	,002	,015	,988
	Ln Avg number of products presented during the calls	,070	,120	,089	,583	,566
	Year 2014 (dummy)	,126	,457	,646	,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,042	-,248	,806	-,047
	Ln Competitive global marketing expenditures flow	,073	,444	,661	,084
	Ln Other marketing expenditures stock	,094	,661	,514	,124
	Drug age^2	-,242	-,104	,918	-,020
	Laptop based materials (% of times used in calls)	,035	,430	,670	,081

	Printed material (% of times used in calls)	-,007	-,062	,951	-,012
	Ln Avg number of products presented during the calls	,086	,867	,393	,162
	Year 2014 (dummy)	,925	,594	,557	,112

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,141
	Ln Competitive global marketing expenditures flow	,153
	Ln Other marketing expenditures stock	,200
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,636
	Printed material (% of times used in calls)	,296
	Ln Avg number of products presented during the calls	,410
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Very useful (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,938	,880	,811	,037135011	,880	12,885
2	,943	,890	,754	,042439795	,010	,219

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	17	30	,000
2	9	21	,988

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,302	17	,018	12,885	,000
	Residual	,041	30	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,894	3,722		8,569	,000
	Ln Sales in DDDs lagged one period	-,591	,124	-,588	-4,761	,000
	Ln Detailing flow (calls)	,010	,205	,031	,051	,960
	Ln Journal advertising flow	-,001	,002	-,055	-,543	,591
	Ln Mailing flow	-,005	,003	-,158	-1,805	,081
	Ln Detailing stock (calls)	,035	,171	,038	,206	,838
	Ln Average drug price per DDD	-,864	5,711	-,387	-,151	,881
	Ln Average competitors price per DDD	-27,412	5,697	-8,597	-4,811	,000
	Drug age	-,089	,014	-14,640	-6,439	,000
	Ln Drug price x Ln Detailing flow	-,052	,695	-,182	-,074	,941
	Ln Drug price x drug age	,229	,037	6,412	6,237	,000
	Ipad / Tablet (% of times used in calls)	,168	,102	,140	1,650	,109
	Very useful (% of calls)	-,107	,090	-,094	-1,189	,244
	Quarter 2 (dummy)	,138	,025	,706	5,454	,000
	Quarter 3 (dummy)	,238	,042	1,216	5,649	,000
	Quarter 4 (dummy)	,352	,062	1,803	5,643	,000
	Year 2013 (dummy)	,309	,075	1,583	4,104	,000
	Year 2015 (dummy)	,323	,063	1,655	5,132	,000
2	(Constant)	29,472	7,597		3,880	,001
	Ln Sales in DDDs lagged one period	-,596	,173	-,593	-3,435	,002
	Ln Detailing flow (calls)	,096	,333	,280	,288	,776
	Ln Journal advertising flow	-,005	,005	-,219	-1,119	,276
	Ln Mailing flow	-,005	,003	-,156	-1,397	,177
	Ln Detailing stock (calls)	,040	,281	,043	,143	,888
	Ln Average drug price per DDD	,305	12,773	,137	,024	,981
	Ln Average competitors price per DDD	-22,372	14,376	-7,017	-1,556	,135
	Drug age	-,088	,037	-14,464	-2,414	,025

	Ln Drug price x Ln Detailing flow	-,416	1,088	-1,467	-,382	,706
	Ln Drug price x drug age	,229	,089	6,400	2,565	,018
	Ipad / Tablet (% of times used in calls)	,250	,162	,208	1,547	,137
	Very useful (% of calls)	-,172	,169	-,152	-1,018	,320
	Quarter 2 (dummy)	,139	,050	,711	2,779	,011
	Quarter 3 (dummy)	,237	,070	1,214	3,392	,003
	Quarter 4 (dummy)	,350	,107	1,793	3,288	,004
	Year 2013 (dummy)	,306	,172	1,566	1,782	,089
	Year 2015 (dummy)	,457	,572	2,340	,799	,433
	Ln Sales in DDDs lagged two periods	,034	,255	,036	,135	,894
	Ln Competitive global marketing expenditures flow	,001	,077	,002	,008	,994
	Ln Other marketing expenditures stock	,011	,025	,098	,452	,656
	Drug age^2	-5,981E-7	,000	-,012	-,003	,997
	Laptop based materials (% of times used in calls)	,061	,374	,018	,162	,873
	Printed material (% of times used in calls)	,001	,094	,002	,015	,988
	Increase / Will begin to prescribe (% of calls)	,143	,144	,165	,991	,333
	Ln Avg number of products presented during the calls	,070	,120	,089	,583	,566
	Year 2014 (dummy)	,126	,457	,646	,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,087	-,533	,598	-,098
	Ln Competitive global marketing expenditures flow	,075	,455	,653	,084
	Ln Other marketing expenditures stock	,084	,589	,561	,109
	Drug age^2	-,153	-,066	,948	-,012
	Laptop based materials (% of times used in calls)	,036	,444	,660	,082
	Printed material (% of times used in calls)	,002	,017	,987	,003
	Increase / Will begin to prescribe (% of calls)	,114	1,015	,319	,185
	Ln Avg number of products presented during the calls	,037	,405	,688	,075
	Year 2014 (dummy)	1,044	,673	,506	,124

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,155
	Ln Competitive global marketing expenditures flow	,153
	Ln Other marketing expenditures stock	,201
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,636
	Printed material (% of times used in calls)	,298
	Increase / Will begin to prescribe (% of calls)	,318
	Ln Avg number of products presented during the calls	,482
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,935	,874	,809	,037382192	,874	13,423
2	,943	,890	,754	,042439795	,016	,305

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	16	31	,000
2	10	21	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,300	16	,019	13,423	,000
	Residual	,043	31	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,818	3,635		8,479	,000
	Ln Sales in DDDs lagged one period	-,557	,122	-,554	-4,580	,000
	Ln Detailing flow (calls)	,047	,204	,136	,228	,821
	Ln Journal advertising flow	-,002	,002	-,085	-,864	,394
	Ln Mailing flow	-,005	,003	-,155	-1,754	,089
	Ln Detailing stock (calls)	,031	,172	,033	,180	,858
	Ln Average drug price per DDD	-,315	5,730	-,141	-,055	,957
	Ln Average competitors price per DDD	-26,162	5,637	-8,205	-4,641	,000
	Drug age	-,087	,014	-14,252	-6,292	,000
	Ln Drug price x Ln Detailing flow	-,159	,694	-,560	-,229	,821
	Ln Drug price x drug age	,223	,037	6,245	6,092	,000
	Ipad / Tablet (% of times used in calls)	,167	,102	,139	1,632	,113
	Quarter 2 (dummy)	,129	,024	,662	5,301	,000
	Quarter 3 (dummy)	,223	,041	1,143	5,504	,000
	Quarter 4 (dummy)	,341	,062	1,745	5,489	,000
	Year 2013 (dummy)	,295	,075	1,513	3,942	,000
	Year 2015 (dummy)	,317	,063	1,623	5,017	,000
2	(Constant)	29,472	7,597		3,880	,001
	Ln Sales in DDDs lagged one period	-,596	,173	-,593	-3,435	,002
	Ln Detailing flow (calls)	,096	,333	,280	,288	,776
	Ln Journal advertising flow	-,005	,005	-,219	-1,119	,276
	Ln Mailing flow	-,005	,003	-,156	-1,397	,177
	Ln Detailing stock (calls)	,040	,281	,043	,143	,888
	Ln Average drug price per DDD	,305	12,773	,137	,024	,981
	Ln Average competitors price per DDD	-22,372	14,376	-7,017	-1,556	,135
	Drug age	-,088	,037	-14,464	-2,414	,025
	Ln Drug price x Ln Detailing flow	-,416	1,088	-1,467	-,382	,706
	Ln Drug price x drug age	,229	,089	6,400	2,565	,018
	Ipad / Tablet (% of times used in calls)	,250	,162	,208	1,547	,137

	Quarter 2 (dummy)	,139	,050	,711	2,779	,011
	Quarter 3 (dummy)	,237	,070	1,214	3,392	,003
	Quarter 4 (dummy)	,350	,107	1,793	3,288	,004
	Year 2013 (dummy)	,306	,172	1,566	1,782	,089
	Year 2015 (dummy)	,457	,572	2,340	,799	,433
	Ln Sales in DDDs lagged two periods	,034	,255	,036	,135	,894
	Ln Competitive global marketing expenditures flow	,001	,077	,002	,008	,994
	Ln Other marketing expenditures stock	,011	,025	,098	,452	,656
	Drug age^2	-5,981E-7	,000	-,012	-,003	,997
	Laptop based materials (% of times used in calls)	,061	,374	,018	,162	,873
	Printed material (% of times used in calls)	,001	,094	,002	,015	,988
	Very useful (% of calls)	-,172	,169	-,152	-1,018	,320
	Increase / Will begin to prescribe (% of calls)	,143	,144	,165	,991	,333
	Ln Avg number of products presented during the calls	,070	,120	,089	,583	,566
	Year 2014 (dummy)	,126	,457	,646	,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,118	-,731	,470	-,132
	Ln Competitive global marketing expenditures flow	,063	,381	,706	,069
	Ln Other marketing expenditures stock	,107	,757	,455	,137
	Drug age^2	-,133	-,057	,955	-,010
	Laptop based materials (% of times used in calls)	,061	,808	,426	,146
	Printed material (% of times used in calls)	,024	,206	,838	,038
	Very useful (% of calls)	-,094	-1,189	,244	-,212
	Increase / Will begin to prescribe (% of calls)	,045	,431	,669	,079
	Ln Avg number of products presented during the calls	,006	,069	,945	,013
	Year 2014 (dummy)	1,244	,805	,427	,145

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,160
	Ln Competitive global marketing expenditures flow	,154
	Ln Other marketing expenditures stock	,206
	Drug age^2	,001
	Laptop based materials (% of times used in calls)	,714
	Printed material (% of times used in calls)	,306
	Very useful (% of calls)	,638

	Increase / Will begin to prescribe (% of calls)	,382
	Ln Avg number of products presented during the calls	,521
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,929	,863	,799	,038341786	,863	13,441
2	,943	,890	,754	,042439795	,027	,465

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,904

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,296	15	,020	13,441	,000
	Residual	,047	32	,001		
	Total	,343	47			
2	Regression	,306	26	,012	6,526	,000
	Residual	,038	21	,002		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	31,324	3,714		8,433
	Ln Sales in DDDs lagged one period	-,551	,125	-,548	-4,426
	Ln Detailing flow (calls)	,021	,209	,062	,102
	Ln Journal advertising flow	-,001	,002	-,049	-,501
	Ln Mailing flow	-,004	,003	-,144	-1,591
	Ln Detailing stock (calls)	,027	,177	,029	,154
	Ln Average drug price per DDD	-,435	5,877	-,195	-,074
	Ln Average competitors price per DDD	-27,716	5,699	-8,692	-4,864
	Drug age	-,087	,014	-14,326	-6,168
	Ln Drug price x Ln Detailing flow	-,058	,709	-,204	-,081
	Ln Drug price x drug age	,219	,037	6,130	5,843
	Quarter 2 (dummy)	,132	,025	,675	5,283
	Quarter 3 (dummy)	,233	,041	1,193	5,665
	Quarter 4 (dummy)	,356	,063	1,824	5,661
	Year 2013 (dummy)	,313	,076	1,602	4,113
	Year 2015 (dummy)	,330	,064	1,691	5,139

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,919
	Ln Journal advertising flow	,620
	Ln Mailing flow	,122
	Ln Detailing stock (calls)	,879
	Ln Average drug price per DDD	,941
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Ln Drug price x Ln Detailing flow	,936
	Ln Drug price x drug age	,000
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,098	-,597	,555	-,107
	Ln Competitive global marketing expenditures flow	-,002	-,012	,990	-,002
	Ln Other marketing expenditures stock	,077	,530	,600	,095
	Drug age^2	-1,200	-,526	,602	-,094
	Ipad / Tablet (% of times used in calls)	,139	1,632	,113	,281
	Laptop based materials (% of times used in calls)	,070	,905	,372	,160
	Printed material (% of times used in calls)	-,065	-,639	,528	-,114
	Very useful (% of calls)	-,093	-1,147	,260	-,202
	Increase / Will begin to prescribe (% of calls)	-,005	-,047	,963	-,008
	Ln Avg number of products presented during the calls	-,013	-,144	,886	-,026
	Year 2014 (dummy)	,485	,316	,754	,057

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,160
	Ln Competitive global marketing expenditures flow	,163
	Ln Other marketing expenditures stock	,209
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,560
	Laptop based materials (% of times used in calls)	,718
	Printed material (% of times used in calls)	,416
	Very useful (% of calls)	,638
	Increase / Will begin to prescribe (% of calls)	,416
	Ln Avg number of products presented during the calls	,530
	Year 2014 (dummy)	,002

10.5. Product PA2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,930	,865	,699	,040319985	,865	5,192

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768

	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,930	,865	,712	,039393002	,865	5,657

2	,930	,865	,699	,040319985	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	25	,009	5,657	,000
	Residual	,034	22	,002		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,518	6,437		3,809	,001
	Ln Sales in DDDs lagged one period	-,487	,148	-,477	-3,294	,003
	Ln Sales in DDDs lagged two periods	,184	,195	,186	,940	,358
	Ln Detailing flow (calls)	-,126	,575	-,550	-,219	,829
	Ln Journal advertising flow	,006	,002	,337	2,973	,007
	Ln Mailing flow	,001	,003	,032	,315	,756
	Ln Competitive global marketing expenditures flow	,020	,064	,057	,311	,759
	Ln Detailing stock (calls)	-,203	,121	-,706	-1,677	,108
	Ln Other marketing expenditures stock	,043	,044	,497	,966	,344
	Ln Competitive global marketing expenditures stock	,164	,207	,261	,793	,436
	Ln Average drug price per DDD	-24,278	17,200	-8,186	-1,412	,172
	Ln Average competitors price per DDD	3,906	2,647	1,718	1,476	,154
	Drug age	-,023	,022	-4,358	-1,023	,318
	Drug age^2	,000	,000	-3,263	-,941	,357
	Ln Drug price x Ln Detailing flow	,497	2,100	1,828	,237	,815
	Ipad / Tablet (% of times used in calls)	,042	,179	,053	,237	,815
	Printed material (% of times used in calls)	,063	,088	,115	,721	,478
	Very useful (% of calls)	-,140	,145	-,130	-,961	,347
	Increase / Will begin to prescribe (% of calls)	,050	,106	,051	,473	,641
	Ln Avg number of products presented during the calls	-,101	,152	-,115	-,667	,511
	Quarter 2 (dummy)	,120	,041	,714	2,897	,008
	Quarter 3 (dummy)	,296	,065	1,761	4,554	,000
	Quarter 4 (dummy)	,434	,098	2,586	4,426	,000
	Year 2013 (dummy)	,448	,140	2,668	3,193	,004
	Year 2014 (dummy)	,308	,354	1,833	,869	,394

	Year 2015 (dummy)	,740	,447	4,406	1,654	,112
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Laptop based materials (% of times used in calls)	-,001	-,006	,995	-,001

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Laptop based materials (% of times used in calls)	,414

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,930	,865	,724	,038576129	,865	6,143
2	,930	,865	,699	,040319985	,000	,027

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	24	,009	6,143	,000
	Residual	,034	23	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,637	6,284		3,920	,001
	Ln Sales in DDDs lagged one period	-,492	,143	-,483	-3,452	,002
	Ln Sales in DDDs lagged two periods	,192	,188	,195	1,026	,316
	Ln Detailing flow (calls)	-,163	,541	-,712	-,301	,766
	Ln Journal advertising flow	,007	,002	,344	3,234	,004
	Ln Mailing flow	,001	,003	,036	,364	,719
	Ln Competitive global marketing expenditures flow	,015	,059	,043	,252	,804
	Ln Detailing stock (calls)	-,201	,118	-,699	-1,700	,103
	Ln Other marketing expenditures stock	,042	,043	,487	,970	,342
	Ln Competitive global marketing expenditures stock	,173	,200	,274	,866	,395

	Ln Average drug price per DDD	-25,272	16,333	-8,521	-1,547	,135
	Ln Average competitors price per DDD	3,879	2,590	1,706	1,498	,148
	Drug age	-,021	,021	-4,055	-1,019	,319
	Drug age^2	,000	,000	-3,577	-1,140	,266
	Ln Drug price x Ln Detailing flow	,629	1,982	2,314	,317	,754
	Printed material (% of times used in calls)	,055	,079	,100	,698	,492
	Very useful (% of calls)	-,137	,142	-,127	-,963	,345
	Increase / Will begin to prescribe (% of calls)	,054	,102	,055	,535	,598
	Ln Avg number of products presented during the calls	-,082	,126	-,094	-,653	,520
	Quarter 2 (dummy)	,119	,040	,711	2,952	,007
	Quarter 3 (dummy)	,296	,064	1,762	4,651	,000
	Quarter 4 (dummy)	,434	,096	2,587	4,523	,000
	Year 2013 (dummy)	,450	,137	2,678	3,277	,003
	Year 2014 (dummy)	,314	,346	1,873	,910	,372
	Year 2015 (dummy)	,750	,436	4,470	1,722	,098
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,053	,237	,815	,050
	Laptop based materials (% of times used in calls)	,004	,037	,971	,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,124
	Laptop based materials (% of times used in calls)	,428

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 2 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,930	,865	,735	,037815883	,865	6,667
2	,930	,865	,699	,040319985	,001	,037

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,990

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	23	,010	6,667	,000
	Residual	,034	24	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,288	5,614		4,505	,000
	Ln Sales in DDDs lagged one period	-,508	,125	-,498	-4,060	,000
	Ln Sales in DDDs lagged two periods	,177	,174	,179	1,018	,319
	Ln Detailing flow (calls)	-,189	,521	-,828	-,364	,719
	Ln Journal advertising flow	,007	,002	,343	3,290	,003
	Ln Mailing flow	,001	,003	,043	,452	,655
	Ln Detailing stock (calls)	-,197	,115	-,684	-1,715	,099
	Ln Other marketing expenditures stock	,039	,041	,458	,956	,348
	Ln Competitive global marketing expenditures stock	,163	,192	,259	,850	,404
	Ln Average drug price per DDD	-24,977	15,970	-8,421	-1,564	,131
	Ln Average competitors price per DDD	3,560	2,214	1,565	1,608	,121
	Drug age	-,021	,020	-4,091	-1,050	,304
	Drug age^2	,000	,000	-3,458	-1,137	,267
	Ln Drug price x Ln Detailing flow	,759	1,876	2,795	,405	,689
	Printed material (% of times used in calls)	,053	,077	,097	,691	,496
	Very useful (% of calls)	-,121	,125	-,112	-,966	,343
	Increase / Will begin to prescribe (% of calls)	,053	,100	,054	,536	,597
	Ln Avg number of products presented during the calls	-,076	,121	-,086	-,626	,537
	Quarter 2 (dummy)	,119	,040	,709	3,004	,006
	Quarter 3 (dummy)	,294	,062	1,753	4,740	,000
	Quarter 4 (dummy)	,432	,094	2,576	4,609	,000
	Year 2013 (dummy)	,446	,134	2,654	3,336	,003
	Year 2014 (dummy)	,350	,309	2,085	1,132	,269
	Year 2015 (dummy)	,787	,402	4,691	1,960	,062
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123

	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,043	,252	,804	,052
	Ipad / Tablet (% of times used in calls)	,030	,145	,886	,030
	Laptop based materials (% of times used in calls)	,009	,074	,942	,015

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,200
	Ipad / Tablet (% of times used in calls)	,139
	Laptop based materials (% of times used in calls)	,437

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,929	,863	,743	,037272628	,863	7,162
2	,930	,865	,699	,040319985	,002	,091

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,219	22	,010	7,162	,000
	Residual	,035	25	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,181	5,530		4,554	,000
	Ln Sales in DDDs lagged one period	-,501	,123	-,491	-4,083	,000
	Ln Sales in DDDs lagged two periods	,177	,171	,179	1,033	,311
	Ln Detailing flow (calls)	-,185	,513	-,808	-,360	,722
	Ln Journal advertising flow	,006	,002	,328	3,311	,003
	Ln Mailing flow	,001	,003	,047	,512	,613
	Ln Detailing stock (calls)	-,197	,113	-,684	-1,740	,094
	Ln Other marketing expenditures stock	,036	,040	,423	,904	,375

	Ln Competitive global marketing expenditures stock	,180	,187	,286	,966	,344
	Ln Average drug price per DDD	-25,834	15,661	-8,711	-1,650	,112
	Ln Average competitors price per DDD	3,763	2,150	1,655	1,750	,092
	Drug age	-,022	,020	-4,106	-1,069	,295
	Drug age^2	,000	,000	-3,277	-1,100	,282
	Ln Drug price x Ln Detailing flow	,750	1,849	2,760	,406	,688
	Printed material (% of times used in calls)	,058	,076	,105	,765	,451
	Very useful (% of calls)	-,113	,123	-,105	-,920	,366
	Ln Avg number of products presented during the calls	-,092	,115	-,104	-,795	,434
	Quarter 2 (dummy)	,116	,039	,690	3,000	,006
	Quarter 3 (dummy)	,285	,059	1,696	4,859	,000
	Quarter 4 (dummy)	,419	,089	2,495	4,703	,000
	Year 2013 (dummy)	,436	,131	2,599	3,343	,003
	Year 2014 (dummy)	,300	,290	1,787	1,033	,312
	Year 2015 (dummy)	,715	,373	4,262	1,917	,067
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,039	,234	,817	,048
	Ipad / Tablet (% of times used in calls)	,048	,242	,811	,049
	Laptop based materials (% of times used in calls)	,006	,053	,958	,011
	Increase / Will begin to prescribe (% of calls)	,054	,536	,597	,109

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,201
	Ipad / Tablet (% of times used in calls)	,144
	Laptop based materials (% of times used in calls)	,438
	Increase / Will begin to prescribe (% of calls)	,551

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,927	,860	,747	,036974630	,860	7,596
2	,930	,865	,699	,040319985	,006	,173

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,218	21	,010	7,596	,000
	Residual	,036	26	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,017	5,377		4,838	,000
	Ln Sales in DDDs lagged one period	-,501	,122	-,491	-4,119	,000
	Ln Sales in DDDs lagged two periods	,159	,168	,161	,943	,354
	Ln Detailing flow (calls)	-,293	,489	-1,281	-,598	,555
	Ln Journal advertising flow	,006	,002	,335	3,422	,002
	Ln Mailing flow	,002	,003	,071	,823	,418
	Ln Detailing stock (calls)	-,236	,100	-,822	-2,367	,026
	Ln Other marketing expenditures stock	,045	,038	,526	1,182	,248
	Ln Competitive global marketing expenditures stock	,194	,184	,307	1,051	,303
	Ln Average drug price per DDD	-29,065	14,961	-9,800	-1,943	,063
	Ln Average competitors price per DDD	3,879	2,128	1,705	1,823	,080
	Drug age	-,011	,015	-2,093	-,753	,458
	Drug age^2	,000	,000	-4,849	-2,264	,032
	Ln Drug price x Ln Detailing flow	1,148	1,760	4,224	,652	,520
	Very useful (% of calls)	-,099	,120	-,092	-,826	,416
	Ln Avg number of products presented during the calls	-,077	,113	-,087	-,683	,501
	Quarter 2 (dummy)	,113	,038	,671	2,957	,007
	Quarter 3 (dummy)	,282	,058	1,680	4,860	,000
	Quarter 4 (dummy)	,411	,088	2,451	4,684	,000
	Year 2013 (dummy)	,401	,121	2,388	3,311	,003
	Year 2014 (dummy)	,234	,275	1,395	,851	,403
	Year 2015 (dummy)	,635	,355	3,786	1,788	,085
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447

	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,027	,161	,873	,032
	Ipad / Tablet (% of times used in calls)	-,004	-,022	,983	-,004
	Laptop based materials (% of times used in calls)	,018	,159	,875	,032
	Printed material (% of times used in calls)	,105	,765	,451	,151
	Increase / Will begin to prescribe (% of calls)	,062	,622	,540	,123

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,203
	Ipad / Tablet (% of times used in calls)	,162
	Laptop based materials (% of times used in calls)	,447
	Printed material (% of times used in calls)	,289
	Increase / Will begin to prescribe (% of calls)	,558

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,926	,857	,752	,036607518	,857	8,112
2	,930	,865	,699	,040319985	,008	,209

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	20	,011	8,112	,000
	Residual	,036	27	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,809	5,315		4,855	,000
	Ln Sales in DDDs lagged one period	-,483	,118	-,474	-4,108	,000
	Ln Sales in DDDs lagged two periods	,153	,166	,155	,920	,366
	Ln Detailing flow (calls)	-,370	,471	-1,619	-,785	,439
	Ln Journal advertising flow	,006	,002	,330	3,417	,002
	Ln Mailing flow	,002	,003	,064	,753	,458
	Ln Detailing stock (calls)	-,226	,098	-,787	-2,315	,028
	Ln Other marketing expenditures stock	,042	,038	,489	1,119	,273

	Ln Competitive global marketing expenditures stock	,229	,175	,363	1,305	,203
	Ln Average drug price per DDD	-31,001	14,544	-10,453	-2,131	,042
	Ln Average competitors price per DDD	3,823	2,105	1,681	1,816	,080
	Drug age	-,010	,014	-1,893	-,692	,495
	Drug age^2	,000	,000	-4,838	-2,282	,031
	Ln Drug price x Ln Detailing flow	1,400	1,703	5,154	,822	,418
	Very useful (% of calls)	-,099	,119	-,092	-,834	,412
	Quarter 2 (dummy)	,107	,037	,635	2,906	,007
	Quarter 3 (dummy)	,276	,057	1,647	4,860	,000
	Quarter 4 (dummy)	,400	,085	2,384	4,685	,000
	Year 2013 (dummy)	,387	,118	2,307	3,276	,003
	Year 2014 (dummy)	,215	,271	1,283	,794	,434
	Year 2015 (dummy)	,608	,350	3,619	1,738	,094
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2014 (dummy)	,308	,364	1,832	,845	,407
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,002	,012	,991	,002
	Ipad / Tablet (% of times used in calls)	-,048	-,284	,779	-,056
	Laptop based materials (% of times used in calls)	-,011	-,102	,919	-,020
	Printed material (% of times used in calls)	,087	,648	,523	,126
	Increase / Will begin to prescribe (% of calls)	,074	,773	,447	,150
	Ln Avg number of products presented during the calls	-,087	-,683	,501	-,133

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,213
	Ipad / Tablet (% of times used in calls)	,190
	Laptop based materials (% of times used in calls)	,518
	Printed material (% of times used in calls)	,297
	Increase / Will begin to prescribe (% of calls)	,590
	Ln Avg number of products presented during the calls	,329

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,924	,854	,755	,036365504	,854	8,620
2	,930	,865	,699	,040319985	,011	,254

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,965

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	19	,011	8,620	,000
	Residual	,037	28	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	27,359	4,912		5,570	,000
	Ln Sales in DDDs lagged one period	-,481	,117	-,471	-4,112	,000
	Ln Sales in DDDs lagged two periods	,110	,156	,111	,704	,487
	Ln Detailing flow (calls)	-,368	,468	-1,610	-,786	,438
	Ln Journal advertising flow	,006	,002	,321	3,369	,002
	Ln Mailing flow	,002	,003	,065	,775	,445
	Ln Detailing stock (calls)	-,243	,095	-,847	-2,569	,016
	Ln Other marketing expenditures stock	,045	,037	,522	1,208	,237
	Ln Competitive global marketing expenditures stock	,221	,174	,350	1,270	,215
	Ln Average drug price per DDD	-34,698	13,689	-11,699	-2,535	,017
	Ln Average competitors price per DDD	4,713	1,771	2,072	2,661	,013
	Drug age	-,005	,013	-,860	-,360	,722
	Drug age^2	,000	,000	-5,294	-2,611	,014
	Ln Drug price x Ln Detailing flow	1,375	1,692	5,060	,813	,423
	Very useful (% of calls)	-,119	,116	-,111	-1,029	,312
	Quarter 2 (dummy)	,090	,030	,534	3,024	,005
	Quarter 3 (dummy)	,253	,048	1,507	5,233	,000
	Quarter 4 (dummy)	,366	,073	2,181	4,989	,000
	Year 2013 (dummy)	,335	,098	1,998	3,429	,002
	Year 2015 (dummy)	,338	,082	2,012	4,129	,000
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359

	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Year 2014 (dummy)	,308	,364	1,832	,845	,407

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,054	,388	,701	,074
	Ipad / Tablet (% of times used in calls)	-,045	-,270	,789	-,052
	Laptop based materials (% of times used in calls)	-,011	-,106	,916	-,020
	Printed material (% of times used in calls)	,052	,404	,690	,077
	Increase / Will begin to prescribe (% of calls)	,039	,442	,662	,085
	Ln Avg number of products presented during the calls	-,077	-,604	,551	-,115
	Year 2014 (dummy)	1,283	,794	,434	,151

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,276
	Ipad / Tablet (% of times used in calls)	,190
	Laptop based materials (% of times used in calls)	,518
	Printed material (% of times used in calls)	,322
	Increase / Will begin to prescribe (% of calls)	,675
	Ln Avg number of products presented during the calls	,332
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,923	,851	,759	,036047923	,851	9,232
2	,930	,865	,699	,040319985	,014	,273

Model Summary

Model	Change Statistics: df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,968

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,216	18	,012	9,232	,000
	Residual	,038	29	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	28,851	4,392		6,569	,000
	Ln Sales in DDDs lagged one period	-,507	,110	-,497	-4,609	,000
	Ln Detailing flow (calls)	-,386	,463	-1,688	-,832	,412
	Ln Journal advertising flow	,006	,002	,300	3,346	,002
	Ln Mailing flow	,002	,003	,056	,676	,505

	Ln Detailing stock (calls)	-,227	,091	-,791	-2,494	,019
	Ln Other marketing expenditures stock	,038	,036	,446	1,075	,291
	Ln Competitive global marketing expenditures stock	,204	,171	,324	1,196	,241
	Ln Average drug price per DDD	-32,963	13,348	-11,114	-2,470	,020
	Ln Average competitors price per DDD	4,207	1,605	1,850	2,621	,014
	Drug age	,000	,011	-,064	-,030	,976
	Drug age^2	,000	,000	-5,395	-2,691	,012
	Ln Drug price x Ln Detailing flow	1,445	1,674	5,317	,863	,395
	Very useful (% of calls)	-,123	,115	-,114	-1,074	,291
	Quarter 2 (dummy)	,081	,027	,482	3,032	,005
	Quarter 3 (dummy)	,238	,043	1,416	5,549	,000
	Quarter 4 (dummy)	,339	,062	2,018	5,488	,000
	Year 2013 (dummy)	,300	,084	1,790	3,595	,001
	Year 2015 (dummy)	,309	,070	1,842	4,388	,000
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183
	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Year 2014 (dummy)	,308	,364	1,832	,845	,407

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,111	,704	,487	,132
	Ln Competitive global marketing expenditures flow	,008	,062	,951	,012
	Ipad / Tablet (% of times used in calls)	-,005	-,030	,976	-,006
	Laptop based materials (% of times used in calls)	-,010	-,103	,918	-,020
	Printed material (% of times used in calls)	,049	,381	,706	,072
	Increase / Will begin to prescribe (% of calls)	,045	,513	,612	,096
	Ln Avg number of products presented during the calls	-,075	-,598	,555	-,112
	Year 2014 (dummy)	,798	,524	,604	,099

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,208
	Ln Competitive global marketing expenditures flow	,335
	Ipad / Tablet (% of times used in calls)	,213
	Laptop based materials (% of times used in calls)	,518
	Printed material (% of times used in calls)	,323
	Increase / Will begin to prescribe (% of calls)	,682
	Ln Avg number of products presented during the calls	,332
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,920	,845	,758	,036140565	,845	9,657
2	,930	,865	,699	,040319985	,020	,345

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,949

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,214	17	,013	9,657	,000
	Residual	,039	30	,001		
	Total	,254	47			
2	Regression	,219	26	,008	5,192	,000
	Residual	,034	21	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,667	4,337		6,840	,000
	Ln Sales in DDDs lagged one period	-,522	,109	-,511	-4,773	,000
	Ln Detailing flow (calls)	-,370	,464	-1,621	-,798	,431
	Ln Journal advertising flow	,005	,002	,281	3,189	,003
	Ln Mailing flow	,002	,003	,068	,825	,416
	Ln Detailing stock (calls)	-,244	,090	-,850	-2,711	,011
	Ln Other marketing expenditures stock	,039	,036	,453	1,090	,284
	Ln Competitive global marketing expenditures stock	,147	,163	,234	,905	,373
	Ln Average drug price per DDD	-32,077	13,356	-10,816	-2,402	,023
	Ln Average competitors price per DDD	4,158	1,609	1,828	2,585	,015
	Drug age	,002	,011	,303	,147	,884
	Drug age^2	,000	,000	-5,802	-2,939	,006
	Ln Drug price x Ln Detailing flow	1,398	1,678	5,145	,833	,411
	Quarter 2 (dummy)	,083	,027	,496	3,121	,004
	Quarter 3 (dummy)	,234	,043	1,392	5,461	,000
	Quarter 4 (dummy)	,337	,062	2,010	5,452	,000
	Year 2013 (dummy)	,293	,083	1,743	3,507	,001
	Year 2015 (dummy)	,311	,071	1,854	4,407	,000
2	(Constant)	24,512	6,655		3,683	,001
	Ln Sales in DDDs lagged one period	-,486	,158	-,477	-3,081	,006
	Ln Detailing flow (calls)	-,125	,591	-,548	-,212	,834
	Ln Journal advertising flow	,006	,002	,336	2,857	,009
	Ln Mailing flow	,001	,003	,032	,303	,765
	Ln Detailing stock (calls)	-,203	,126	-,705	-1,606	,123
	Ln Other marketing expenditures stock	,043	,046	,498	,939	,359
	Ln Competitive global marketing expenditures stock	,164	,212	,261	,774	,447
	Ln Average drug price per DDD	-24,286	17,651	-8,189	-1,376	,183

	Ln Average competitors price per DDD	3,912	2,870	1,720	1,363	,187
	Drug age	-,023	,023	-4,362	-,992	,332
	Drug age^2	,000	,000	-3,262	-,917	,369
	Ln Drug price x Ln Detailing flow	,495	2,163	1,822	,229	,821
	Quarter 2 (dummy)	,120	,042	,714	2,827	,010
	Quarter 3 (dummy)	,296	,067	1,762	4,406	,000
	Quarter 4 (dummy)	,434	,102	2,586	4,241	,000
	Year 2013 (dummy)	,448	,148	2,669	3,035	,006
	Year 2015 (dummy)	,739	,458	4,405	1,614	,122
	Ln Sales in DDDs lagged two periods	,184	,200	,186	,918	,369
	Ln Competitive global marketing expenditures flow	,020	,066	,058	,299	,768
	Ipad / Tablet (% of times used in calls)	,043	,187	,053	,229	,821
	Laptop based materials (% of times used in calls)	-,002	,369	-,001	-,006	,995
	Printed material (% of times used in calls)	,064	,092	,116	,689	,498
	Very useful (% of calls)	-,140	,155	-,130	-,905	,376
	Increase / Will begin to prescribe (% of calls)	,050	,108	,051	,461	,649
	Ln Avg number of products presented during the calls	-,101	,158	-,115	-,641	,528
	Year 2014 (dummy)	,308	,364	1,832	,845	,407

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,120	,755	,456	,139
	Ln Competitive global marketing expenditures flow	-,029	-,243	,810	-,045
	Ipad / Tablet (% of times used in calls)	,011	,069	,945	,013
	Laptop based materials (% of times used in calls)	,010	,102	,920	,019
	Printed material (% of times used in calls)	,021	,164	,871	,030
	Very useful (% of calls)	-,114	-1,074	,291	-,196
	Increase / Will begin to prescribe (% of calls)	,025	,291	,773	,054
	Ln Avg number of products presented during the calls	-,072	-,573	,571	-,106
	Year 2014 (dummy)	1,061	,710	,483	,131

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,209
	Ln Competitive global marketing expenditures flow	,365
	Ipad / Tablet (% of times used in calls)	,215
	Laptop based materials (% of times used in calls)	,538
	Printed material (% of times used in calls)	,336
	Very useful (% of calls)	,453
	Increase / Will begin to prescribe (% of calls)	,709
	Ln Avg number of products presented during the calls	,332
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,917	,841	,759	,036034706	,841	10,270
2	,928	,862	,704	,039951460	,020	,358

Model Summary

Model	Change Statistics: df1	df2	Sig. F Change
1	16	31	,000
2	9	22	,943

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,213	16	,013	10,270	,000
	Residual	,040	31	,001		
	Total	,254	47			
2	Regression	,218	25	,009	5,476	,000
	Residual	,035	22	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	30,832	4,129		7,466	,000
	Ln Sales in DDDs lagged one period	-,513	,109	-,503	-4,727	,000
	Ln Detailing flow (calls)	-,322	,460	-1,408	-,700	,489
	Ln Journal advertising flow	,005	,002	,273	3,121	,004
	Ln Mailing flow	,002	,003	,060	,738	,466

	Ln Detailing stock (calls)	-,235	,089	-,817	-2,633	,013
	Ln Other marketing expenditures stock	,058	,029	,678	2,039	,050
	Ln Average drug price per DDD	-29,925	13,104	-10,090	-2,284	,029
	Ln Average competitors price per DDD	4,011	1,596	1,764	2,514	,017
	Drug age	,003	,011	,609	,300	,766
	Drug age^2	,000	,000	-6,122	-3,162	,003
	Ln Drug price x Ln Detailing flow	1,185	1,656	4,363	,716	,480
	Quarter 2 (dummy)	,083	,027	,496	3,132	,004
	Quarter 3 (dummy)	,232	,043	1,380	5,437	,000
	Quarter 4 (dummy)	,345	,061	2,057	5,654	,000
	Year 2013 (dummy)	,275	,081	1,637	3,399	,002
	Year 2015 (dummy)	,326	,069	1,939	4,744	,000
2	(Constant)	26,327	6,172		4,266	,000
	Ln Sales in DDDs lagged one period	-,502	,155	-,492	-3,237	,004
	Ln Detailing flow (calls)	-,046	,577	-,202	-,080	,937
	Ln Journal advertising flow	,006	,002	,321	2,793	,011
	Ln Mailing flow	,001	,003	,028	,270	,790
	Ln Detailing stock (calls)	-,196	,125	-,683	-1,572	,130
	Ln Other marketing expenditures stock	,058	,041	,670	1,405	,174
	Ln Average drug price per DDD	-20,304	16,731	-6,846	-1,214	,238
	Ln Average competitors price per DDD	3,502	2,795	1,540	1,253	,223
	Drug age	-,023	,023	-4,296	-,986	,335
	Drug age^2	,000	,000	-3,297	-,936	,359
	Ln Drug price x Ln Detailing flow	,211	2,112	,776	,100	,921
	Quarter 2 (dummy)	,121	,042	,721	2,885	,009
	Quarter 3 (dummy)	,293	,066	1,745	4,410	,000
	Quarter 4 (dummy)	,440	,101	2,621	4,350	,000
	Year 2013 (dummy)	,429	,144	2,556	2,975	,007
	Year 2015 (dummy)	,784	,450	4,671	1,741	,096
	Ln Sales in DDDs lagged two periods	,153	,194	,156	,790	,438
	Ln Competitive global marketing expenditures flow	,013	,065	,039	,204	,840
	Ipad / Tablet (% of times used in calls)	,067	,182	,082	,365	,719
	Laptop based materials (% of times used in calls)	,010	,365	,003	,028	,978
	Printed material (% of times used in calls)	,071	,091	,130	,784	,441
	Very useful (% of calls)	-,108	,148	-,101	-,733	,472
	Increase / Will begin to prescribe (% of calls)	,060	,106	,061	,564	,579
	Ln Avg number of products presented during the calls	-,132	,152	-,150	-,871	,393
	Year 2014 (dummy)	,339	,358	2,022	,948	,354

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,095	,605	,550	,110
	Ln Competitive global marketing expenditures flow	-,040	-,334	,741	-,061
	Ipad / Tablet (% of times used in calls)	,014	,089	,930	,016
	Laptop based materials (% of times used in calls)	,000	-,004	,996	-,001
	Printed material (% of times used in calls)	,035	,284	,779	,052
	Very useful (% of calls)	-,075	-,734	,469	-,133
	Increase / Will begin to prescribe (% of calls)	,045	,547	,588	,099
	Ln Avg number of products presented during the calls	-,098	-,827	,415	-,149
	Year 2014 (dummy)	,962	,647	,523	,117

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,214
	Ln Competitive global marketing expenditures flow	,369
	Ipad / Tablet (% of times used in calls)	,215
	Laptop based materials (% of times used in calls)	,546
	Printed material (% of times used in calls)	,342
	Very useful (% of calls)	,501
	Increase / Will begin to prescribe (% of calls)	,778
	Ln Avg number of products presented during the calls	,367
	Year 2014 (dummy)	,002

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,906	,820	,736	,037770530	,820	9,718
2	,928	,862	,704	,039951460	,042	,660

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	10	22	,748

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,208	15	,014	9,718	,000
	Residual	,046	32	,001		
	Total	,254	47			
2	Regression	,218	25	,009	5,476	,000
	Residual	,035	22	,002		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	31,539	4,313		7,312
	Ln Sales in DDDs lagged one period	-,517	,114	-,507	-4,542
	Ln Detailing flow (calls)	-,429	,479	-1,878	-,897
	Ln Journal advertising flow	,005	,002	,243	2,692
	Ln Mailing flow	,001	,003	,027	,328
	Ln Detailing stock (calls)	-,181	,089	-,631	-2,028
	Ln Average drug price per DDD	-31,202	13,720	-10,520	-2,274
	Ln Average competitors price per DDD	3,566	1,657	1,568	2,152
	Drug age	-,001	,011	-,184	-,088
	Drug age^2	,000	,000	-5,185	-2,630
	Ln Drug price x Ln Detailing flow	1,587	1,724	5,839	,920
	Quarter 2 (dummy)	,095	,027	,569	3,512
	Quarter 3 (dummy)	,216	,044	1,288	4,920
	Quarter 4 (dummy)	,308	,061	1,832	5,042
	Year 2013 (dummy)	,258	,084	1,534	3,055
	Year 2015 (dummy)	,297	,070	1,770	4,219
2	Year 2014 (dummy)	,339	,358	2,022	,948

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,377
	Ln Journal advertising flow	,011
	Ln Mailing flow	,745
	Ln Detailing stock (calls)	,051

	Ln Average drug price per DDD	,030
	Ln Average competitors price per DDD	,039
	Drug age	,931
	Drug age^2	,013
	Ln Drug price x Ln Detailing flow	,364
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,005
	Year 2015 (dummy)	,000
2	Year 2014 (dummy)	,354

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,036	-,237	,814	-,043
	Ln Competitive global marketing expenditures flow	-,071	-,576	,568	-,103
	Ln Other marketing expenditures stock	,678	2,039	,050	,344
	Ipad / Tablet (% of times used in calls)	-,039	-,238	,813	-,043
	Laptop based materials (% of times used in calls)	,021	,202	,841	,036
	Printed material (% of times used in calls)	,124	1,061	,297	,187
	Very useful (% of calls)	-,030	-,282	,779	-,051
	Increase / Will begin to prescribe (% of calls)	,044	,508	,615	,091
	Ln Avg number of products presented during the calls	-,115	-,928	,361	-,164
	Year 2014 (dummy)	1,431	,938	,355	,166

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,254
	Ln Competitive global marketing expenditures flow	,375
	Ln Other marketing expenditures stock	,046
	Ipad / Tablet (% of times used in calls)	,221
	Laptop based materials (% of times used in calls)	,552
	Printed material (% of times used in calls)	,413
	Very useful (% of calls)	,524
	Increase / Will begin to prescribe (% of calls)	,778
	Ln Avg number of products presented during the calls	,369
	Year 2014 (dummy)	,002

10.6. Product PA3

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,927	,836	,038577587	,927	10,211

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260

	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,963	,927	,843	,037704331	,927	11,117
2	,963	,927	,836	,038577587	,000	,015

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,903

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	25	,016	11,117	,000
	Residual	,031	22	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,200	6,934		3,779	,001
	Ln Sales in DDDs lagged one period	-,763	,181	-,806	-4,205	,000
	Ln Sales in DDDs lagged two periods	-,284	,230	-,322	-1,234	,230
	Ln Detailing flow (calls)	-,053	,406	-,131	-,131	,897
	Ln Journal advertising flow	,004	,003	,143	1,549	,136
	Ln Mailing flow	,000	,003	,012	,144	,887
	Ln Competitive global marketing expenditures flow	,075	,063	,193	1,191	,246
	Ln Detailing stock (calls)	,049	,122	,049	,401	,693
	Ln Other marketing expenditures stock	,031	,025	,114	1,263	,220
	Ln Competitive global marketing expenditures stock	-,112	,188	-,214	-,595	,558
	Ln Average drug price per DDD	5,280	10,473	1,384	,504	,619
	Drug age	,032	,019	4,749	1,667	,110
	Drug age^2	,000	,000	-5,616	-2,975	,007
	Ln Drug price x Ln Detailing flow	-,285	1,375	-,636	-,207	,838
	Ipad / Tablet (% of times used in calls)	-,393	,247	-,164	-1,593	,125
	Laptop based materials (% of times used in calls)	-,123	,453	-,027	-,272	,788
	Printed material (% of times used in calls)	,046	,069	,072	,666	,512
	Very useful (% of calls)	,151	,103	,119	1,460	,159
	Increase / Will begin to prescribe (% of calls)	-,054	,116	-,036	-,462	,648

	Ln Avg number of products presented during the calls	-,118	,098	-,115	-1,204	,242
	Quarter 2 (dummy)	,100	,047	,458	2,113	,046
	Quarter 3 (dummy)	,157	,067	,720	2,351	,028
	Quarter 4 (dummy)	,222	,093	1,020	2,394	,026
	Year 2013 (dummy)	,243	,126	1,115	1,925	,067
	Year 2014 (dummy)	,536	,284	2,460	1,883	,073
	Year 2015 (dummy)	,781	,401	3,588	1,950	,064
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,090	-,124	,903	-,027

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,007

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,962	,926	,850	,036937456	,926	12,063
2	,963	,927	,836	,038577587	,000	,043

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,958

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	24	,016	12,063	,000
	Residual	,031	23	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,373	6,764		3,899	,001
	Ln Sales in DDDs lagged one period	-,768	,176	-,812	-4,355	,000
	Ln Sales in DDDs lagged two periods	-,284	,226	-,322	-1,259	,221

	Ln Detailing flow (calls)	-,043	,397	-,107	-,109	,914
	Ln Journal advertising flow	,004	,003	,146	1,632	,116
	Ln Mailing flow	,001	,003	,019	,239	,814
	Ln Competitive global marketing expenditures flow	,077	,061	,199	1,259	,221
	Ln Detailing stock (calls)	,058	,115	,058	,502	,620
	Ln Other marketing expenditures stock	,032	,024	,117	1,330	,197
	Ln Competitive global marketing expenditures stock	-,124	,179	-,237	-,694	,495
	Ln Average drug price per DDD	5,260	10,260	1,378	,513	,613
	Drug age	,032	,019	4,634	1,679	,107
	Drug age^2	,000	,000	-5,567	-3,024	,006
	Ln Drug price x Ln Detailing flow	-,318	1,341	-,711	-,237	,814
	Ipad / Tablet (% of times used in calls)	-,405	,238	-,169	-1,701	,102
	Printed material (% of times used in calls)	,050	,066	,078	,752	,459
	Very useful (% of calls)	,150	,101	,119	1,485	,151
	Increase / Will begin to prescribe (% of calls)	-,054	,113	-,036	-,473	,641
	Ln Avg number of products presented during the calls	-,117	,096	-,114	-1,216	,236
	Quarter 2 (dummy)	,096	,044	,442	2,166	,041
	Quarter 3 (dummy)	,157	,065	,721	2,403	,025
	Quarter 4 (dummy)	,222	,091	1,020	2,443	,023
	Year 2013 (dummy)	,245	,123	1,128	1,993	,058
	Year 2014 (dummy)	,530	,278	2,435	1,907	,069
	Year 2015 (dummy)	,779	,392	3,577	1,985	,059
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001
	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251

	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,067	-,094	,926	-,020
	Laptop based materials (% of times used in calls)	-,027	-,272	,788	-,058

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,345

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,962	,926	,854	,036335066	,926	12,998
2	,963	,927	,836	,038577587	,001	,097

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,961

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,395	23	,017	12,998	,000
	Residual	,032	24	,001		
	Total	,426	47			
2	Regression	,395	26	,015	10,211	,000
	Residual	,031	21	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	26,103	6,630		3,937	,001
	Ln Sales in DDDs lagged one period	-,756	,172	-,799	-4,405	,000
	Ln Sales in DDDs lagged two periods	-,285	,222	-,323	-1,283	,212
	Ln Detailing flow (calls)	-,014	,385	-,034	-,035	,972
	Ln Journal advertising flow	,004	,002	,143	1,631	,116
	Ln Mailing flow	,001	,002	,031	,405	,689
	Ln Competitive global marketing expenditures flow	,083	,059	,213	1,402	,174
	Ln Detailing stock (calls)	,060	,113	,061	,532	,600
	Ln Other marketing expenditures stock	,032	,024	,117	1,353	,189
	Ln Competitive global marketing expenditures stock	-,139	,174	-,265	-,800	,432
	Ln Average drug price per DDD	6,144	9,924	1,610	,619	,542
	Drug age	,029	,018	4,285	1,638	,114
	Drug age^2	,000	,000	-5,363	-3,046	,006
	Ln Drug price x Ln Detailing flow	-,421	1,302	-,940	-,323	,749
	Ipad / Tablet (% of times used in calls)	-,417	,233	-,174	-1,792	,086
	Printed material (% of times used in calls)	,055	,065	,085	,844	,407
	Very useful (% of calls)	,141	,098	,112	1,445	,162
	Ln Avg number of products presented during the calls	-,116	,095	-,113	-1,225	,232
	Quarter 2 (dummy)	,098	,044	,449	2,245	,034
	Quarter 3 (dummy)	,164	,062	,754	2,630	,015
	Quarter 4 (dummy)	,229	,088	1,053	2,603	,016
	Year 2013 (dummy)	,260	,117	1,196	2,225	,036
	Year 2014 (dummy)	,559	,267	2,568	2,096	,047
	Year 2015 (dummy)	,815	,378	3,744	2,153	,042
2	(Constant)	25,818	7,738		3,336	,003
	Ln Sales in DDDs lagged one period	-,757	,190	-,800	-3,981	,001

	Ln Sales in DDDs lagged two periods	-,275	,247	-,312	-1,114	,278
	Ln Detailing flow (calls)	-,049	,417	-,120	-,116	,909
	Ln Journal advertising flow	,004	,003	,144	1,518	,144
	Ln Mailing flow	,000	,003	,012	,138	,891
	Ln Competitive global marketing expenditures flow	,075	,064	,192	1,158	,260
	Ln Detailing stock (calls)	,049	,125	,049	,392	,699
	Ln Other marketing expenditures stock	,030	,027	,110	1,103	,283
	Ln Competitive global marketing expenditures stock	-,107	,197	-,205	-,546	,591
	Ln Average drug price per DDD	6,096	12,587	1,598	,484	,633
	Drug age	,031	,022	4,589	1,439	,165
	Drug age^2	,000	,000	-5,501	-2,561	,018
	Ln Drug price x Ln Detailing flow	-,301	1,412	-,671	-,213	,834
	Ipad / Tablet (% of times used in calls)	-,394	,253	-,164	-1,561	,133
	Printed material (% of times used in calls)	,044	,074	,068	,591	,561
	Very useful (% of calls)	,147	,110	,116	1,341	,194
	Ln Avg number of products presented during the calls	-,120	,102	-,117	-1,181	,251
	Quarter 2 (dummy)	,100	,048	,460	2,068	,051
	Quarter 3 (dummy)	,158	,069	,725	2,295	,032
	Quarter 4 (dummy)	,224	,096	1,030	2,326	,030
	Year 2013 (dummy)	,247	,133	1,134	1,853	,078
	Year 2014 (dummy)	,561	,359	2,580	1,565	,133
	Year 2015 (dummy)	,812	,481	3,732	1,688	,106
	Ln Average competitors price per DDD	-,279	2,260	-,090	-,124	,903
	Laptop based materials (% of times used in calls)	-,130	,467	-,028	-,278	,784
	Increase / Will begin to prescribe (% of calls)	-,055	,119	-,036	-,461	,649

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,037	-,053	,958	-,011
	Laptop based materials (% of times used in calls)	-,027	-,278	,783	-,058
	Increase / Will begin to prescribe (% of calls)	-,036	-,473	,641	-,098

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,345
	Increase / Will begin to prescribe (% of calls)	,564

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,961	,924	,857	,036072624	,924	13,757
2	,962	,926	,841	,037957533	,002	,193

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	3	22	,900

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,394	22	,018	13,757	,000
	Residual	,033	25	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,834	5,183		4,405	,000
	Ln Sales in DDDs lagged one period	-,739	,169	-,781	-4,371	,000
	Ln Sales in DDDs lagged two periods	-,243	,214	-,276	-1,134	,267
	Ln Detailing flow (calls)	,020	,380	,048	,051	,959
	Ln Journal advertising flow	,004	,002	,134	1,551	,133
	Ln Mailing flow	,001	,002	,025	,336	,740
	Ln Competitive global marketing expenditures flow	,101	,054	,261	1,877	,072

	Ln Detailing stock (calls)	,041	,110	,041	,373	,712
	Ln Other marketing expenditures stock	,025	,022	,090	1,138	,266
	Ln Average drug price per DDD	7,906	9,606	2,072	,823	,418
	Drug age	,027	,018	3,999	1,554	,133
	Drug age^2	,000	,000	-5,011	-2,960	,007
	Ln Drug price x Ln Detailing flow	-,545	1,284	-1,217	-,425	,675
	Ipad / Tablet (% of times used in calls)	-,390	,228	-,162	-1,705	,101
	Printed material (% of times used in calls)	,045	,063	,070	,717	,480
	Very useful (% of calls)	,118	,092	,093	1,271	,215
	Ln Avg number of products presented during the calls	-,118	,094	-,115	-1,259	,219
	Quarter 2 (dummy)	,103	,043	,472	2,399	,024
	Quarter 3 (dummy)	,175	,061	,803	2,886	,008
	Quarter 4 (dummy)	,242	,086	1,110	2,807	,010
	Year 2013 (dummy)	,275	,115	1,265	2,400	,024
	Year 2014 (dummy)	,630	,250	2,894	2,524	,018
	Year 2015 (dummy)	,900	,361	4,134	2,495	,020
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,121	-,178	,861	-,036
	Laptop based materials (% of times used in calls)	-,043	-,465	,646	-,095
	Increase / Will begin to prescribe (% of calls)	-,045	-,608	,549	-,123

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,367
	Increase / Will begin to prescribe (% of calls)	,582

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Year 2014 (dummy), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,960	,922	,859	,035733569	,922	14,662
2	,962	,926	,841	,037957533	,004	,261

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	4	22	,900

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,393	21	,019	14,662	,000
	Residual	,033	26	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,536	4,811		4,476	,000
	Ln Sales in DDDs lagged one period	-,712	,163	-,753	-4,360	,000
	Ln Sales in DDDs lagged two periods	-,196	,202	-,222	-,970	,341
	Ln Detailing flow (calls)	,024	,377	,060	,064	,949
	Ln Journal advertising flow	,004	,002	,132	1,544	,135
	Ln Mailing flow	,000	,002	,013	,184	,855
	Ln Competitive global marketing expenditures flow	,108	,053	,279	2,055	,050
	Ln Detailing stock (calls)	,060	,106	,060	,567	,575
	Ln Other marketing expenditures stock	,021	,021	,078	1,015	,319
	Ln Average drug price per DDD	8,319	9,499	2,180	,876	,389
	Drug age	,027	,017	3,999	1,569	,129
	Drug age^2	,000	,000	-5,317	-3,276	,003
	Ln Drug price x Ln Detailing flow	-,572	1,271	-1,278	-,450	,656
	Ipad / Tablet (% of times used in calls)	-,395	,226	-,165	-1,748	,092
	Very useful (% of calls)	,113	,091	,090	1,238	,227
	Ln Avg number of products presented during the calls	-,095	,087	-,093	-1,089	,286
	Quarter 2 (dummy)	,116	,039	,531	3,000	,006
	Quarter 3 (dummy)	,192	,055	,881	3,469	,002
	Quarter 4 (dummy)	,262	,081	1,202	3,245	,003
	Year 2013 (dummy)	,295	,110	1,357	2,681	,013
	Year 2014 (dummy)	,676	,239	3,104	2,826	,009
	Year 2015 (dummy)	,979	,340	4,497	2,878	,008
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173

	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,219	-,333	,742	-,066
	Laptop based materials (% of times used in calls)	-,052	-,580	,567	-,115
	Printed material (% of times used in calls)	,070	,717	,480	,142
	Increase / Will begin to prescribe (% of calls)	-,050	-,694	,494	-,138

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,007
	Laptop based materials (% of times used in calls)	,377
	Printed material (% of times used in calls)	,318
	Increase / Will begin to prescribe (% of calls)	,590

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Year 2014 (dummy), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,959	,919	,860	,035694465	,919	15,382
2	,962	,926	,841	,037957533	,006	,375

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	5	22	,860

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,392	20	,020	15,382	,000
	Residual	,034	27	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,439	3,595		5,129	,000
	Ln Sales in DDDs lagged one period	-,625	,136	-,660	-4,593	,000
	Ln Detailing flow (calls)	-,028	,372	-,069	-,075	,941
	Ln Journal advertising flow	,003	,002	,118	1,403	,172
	Ln Mailing flow	,000	,002	-,003	-,046	,963
	Ln Competitive global marketing expenditures flow	,114	,052	,295	2,192	,037
	Ln Detailing stock (calls)	,090	,101	,091	,891	,381
	Ln Other marketing expenditures stock	,017	,021	,062	,829	,414
	Ln Average drug price per DDD	5,902	9,156	1,547	,645	,525
	Drug age	,014	,011	2,089	1,293	,207
	Drug age^2	,000	,000	-4,397	-3,343	,002
	Ln Drug price x Ln Detailing flow	-,362	1,251	-,809	-,290	,774
	Ipad / Tablet (% of times used in calls)	-,305	,206	-,127	-1,482	,150
	Very useful (% of calls)	,091	,088	,072	1,027	,314
	Ln Avg number of products presented during the calls	-,115	,085	-,112	-1,355	,187
	Quarter 2 (dummy)	,126	,037	,579	3,416	,002
	Quarter 3 (dummy)	,205	,053	,941	3,832	,001
	Quarter 4 (dummy)	,298	,071	1,370	4,186	,000

	Year 2013 (dummy)	,352	,093	1,617	3,769	,001
	Year 2014 (dummy)	,765	,220	3,515	3,472	,002
	Year 2015 (dummy)	1,116	,309	5,129	3,616	,001
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,222	-,970	,341	-,187
	Ln Average competitors price per DDD	-,336	-,526	,604	-,103
	Laptop based materials (% of times used in calls)	-,042	-,468	,644	-,091
	Printed material (% of times used in calls)	,036	,385	,703	,075
	Increase / Will begin to prescribe (% of calls)	-,045	-,620	,541	-,121

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,057
	Ln Average competitors price per DDD	,008
	Laptop based materials (% of times used in calls)	,382
	Printed material (% of times used in calls)	,351
	Increase / Will begin to prescribe (% of calls)	,593

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Journal advertising flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow	.
2	Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,958	,917	,861	,035494955	,917	16,338
2	,962	,926	,841	,037957533	,008	,414

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	6	22	,862

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,391	19	,021	16,338	,000
	Residual	,035	28	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,310	3,572		5,126	,000
	Ln Sales in DDDs lagged one period	-,609	,134	-,644	-4,547	,000
	Ln Detailing flow (calls)	-,038	,370	-,095	-,103	,918
	Ln Journal advertising flow	,003	,002	,117	1,392	,175
	Ln Mailing flow	,000	,002	,004	,055	,956
	Ln Competitive global marketing expenditures flow	,114	,052	,294	2,197	,036
	Ln Detailing stock (calls)	,118	,095	,119	1,250	,222
	Ln Average drug price per DDD	5,218	9,068	1,368	,575	,570
	Drug age	,016	,011	2,328	1,472	,152
	Drug age^2	,000	,000	-4,618	-3,606	,001
	Ln Drug price x Ln Detailing flow	-,318	1,243	-,710	-,256	,800
	Ipad / Tablet (% of times used in calls)	-,281	,203	-,117	-1,387	,177
	Very useful (% of calls)	,080	,087	,064	,923	,364
	Ln Avg number of products presented during the calls	-,103	,083	-,100	-1,240	,225
	Quarter 2 (dummy)	,127	,037	,583	3,463	,002
	Quarter 3 (dummy)	,204	,053	,938	3,839	,001
	Quarter 4 (dummy)	,296	,071	1,360	4,182	,000
	Year 2013 (dummy)	,341	,092	1,568	3,711	,001
	Year 2014 (dummy)	,741	,217	3,404	3,412	,002
	Year 2015 (dummy)	1,093	,306	5,023	3,575	,001
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339

	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,173	-,772	,447	-,147
	Ln Other marketing expenditures stock	,062	,829	,414	,158
	Ln Average competitors price per DDD	-,438	-,713	,482	-,136
	Laptop based materials (% of times used in calls)	-,042	-,476	,638	-,091
	Printed material (% of times used in calls)	,024	,260	,797	,050
	Increase / Will begin to prescribe (% of calls)	-,039	-,551	,586	-,105

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,060
	Ln Other marketing expenditures stock	,536
	Ln Average competitors price per DDD	,008
	Laptop based materials (% of times used in calls)	,382
	Printed material (% of times used in calls)	,359
	Increase / Will begin to prescribe (% of calls)	,597

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2014 (dummy), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,956	,915	,862	,035404175	,915	17,286
2	,962	,926	,841	,037957533	,011	,461

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	7	22	,852

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,390	18	,022	17,286	,000
	Residual	,036	29	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,519	3,459		5,065	,000
	Ln Sales in DDDs lagged one period	-,613	,134	-,648	-4,593	,000
	Ln Detailing flow (calls)	,080	,346	,199	,232	,818
	Ln Journal advertising flow	,003	,002	,118	1,417	,167
	Ln Mailing flow	,000	,002	,004	,052	,959
	Ln Competitive global marketing expenditures flow	,114	,052	,294	2,203	,036
	Ln Detailing stock (calls)	,124	,094	,124	1,312	,200
	Ln Average drug price per DDD	8,036	8,517	2,106	,943	,353
	Drug age	,015	,011	2,212	1,407	,170
	Drug age^2	,000	,000	-4,621	-3,618	,001
	Ln Drug price x Ln Detailing flow	-,713	1,164	-1,592	-,613	,545
	Ipad / Tablet (% of times used in calls)	-,303	,201	-,126	-1,506	,143
	Ln Avg number of products presented during the calls	-,093	,082	-,090	-1,127	,269
	Quarter 2 (dummy)	,126	,037	,578	3,443	,002
	Quarter 3 (dummy)	,208	,053	,957	3,941	,000
	Quarter 4 (dummy)	,301	,070	1,384	4,279	,000
	Year 2013 (dummy)	,350	,091	1,606	3,830	,001
	Year 2014 (dummy)	,757	,216	3,479	3,507	,001
	Year 2015 (dummy)	1,118	,304	5,138	3,682	,001
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975

	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,120	-,547	,589	-,103
	Ln Other marketing expenditures stock	,051	,689	,496	,129
	Ln Average competitors price per DDD	-,511	-,848	,404	-,158
	Laptop based materials (% of times used in calls)	-,036	-,400	,692	-,075
	Printed material (% of times used in calls)	,027	,295	,770	,056
	Very useful (% of calls)	,064	,923	,364	,172
	Increase / Will begin to prescribe (% of calls)	-,023	-,326	,747	-,062

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,063
	Ln Other marketing expenditures stock	,548
	Ln Average competitors price per DDD	,008
	Laptop based materials (% of times used in calls)	,385
	Printed material (% of times used in calls)	,359
	Very useful (% of calls)	,624
	Increase / Will begin to prescribe (% of calls)	,631

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Ipad / Tablet (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,954	,911	,861	,035563625	,911	18,065
2	,962	,926	,841	,037957533	,015	,542

Model Summary

Model	Change Statistics: df1	df2	Sig. F Change
1	17	30	,000
2	8	22	,812

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,388	17	,023	18,065	,000
	Residual	,038	30	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	16,611	3,379		4,916	,000
	Ln Sales in DDDs lagged one period	-,576	,130	-,609	-4,432	,000
	Ln Detailing flow (calls)	,108	,347	,267	,312	,757
	Ln Journal advertising flow	,003	,002	,094	1,158	,256
	Ln Mailing flow	-5,150E-5	,002	-,002	-,023	,982

	Ln Competitive global marketing expenditures flow	,113	,052	,293	2,188	,037
	Ln Detailing stock (calls)	,124	,095	,124	1,306	,201
	Ln Average drug price per DDD	8,861	8,524	2,322	1,040	,307
	Drug age	,016	,011	2,294	1,454	,156
	Drug age^2	,000	,000	-4,800	-3,771	,001
	Ln Drug price x Ln Detailing flow	-,768	1,168	-1,715	-,657	,516
	Ipad / Tablet (% of times used in calls)	-,271	,200	-,113	-1,356	,185
	Quarter 2 (dummy)	,133	,036	,609	3,657	,001
	Quarter 3 (dummy)	,221	,052	1,015	4,258	,000
	Quarter 4 (dummy)	,308	,070	1,417	4,380	,000
	Year 2013 (dummy)	,348	,092	1,599	3,797	,001
	Year 2014 (dummy)	,781	,216	3,589	3,619	,001
	Year 2015 (dummy)	1,156	,303	5,310	3,810	,001
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035
	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,177	-,848	,404	-,156
	Ln Other marketing expenditures stock	,038	,509	,614	,094
	Ln Average competitors price per DDD	-,328	-,554	,584	-,102
	Laptop based materials (% of times used in calls)	-,023	-,256	,800	-,047
	Printed material (% of times used in calls)	-,013	-,154	,879	-,029
	Very useful (% of calls)	,052	,754	,457	,139
	Increase / Will begin to prescribe (% of calls)	-,020	-,287	,776	-,053
	Ln Avg number of products presented during the calls	-,090	-1,127	,269	-,205

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,069
	Ln Other marketing expenditures stock	,560
	Ln Average competitors price per DDD	,009
	Laptop based materials (% of times used in calls)	,391
	Printed material (% of times used in calls)	,421
	Very useful (% of calls)	,636
	Increase / Will begin to prescribe (% of calls)	,631
	Ln Avg number of products presented during the calls	,459

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,952	,906	,857	,036041872	,906	18,576
2	,962	,926	,841	,037957533	,020	,661

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	9	22	,734

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,386	16	,024	18,576	,000
	Residual	,040	31	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	16,694	3,424		4,876	,000
	Ln Sales in DDDs lagged one period	-,562	,131	-,594	-4,283	,000
	Ln Detailing flow (calls)	,110	,351	,273	,314	,756
	Ln Journal advertising flow	,003	,002	,092	1,124	,270
	Ln Mailing flow	-,001	,002	-,029	-,429	,671
	Ln Competitive global marketing expenditures flow	,105	,052	,270	2,006	,054
	Ln Detailing stock (calls)	,112	,096	,112	1,170	,251
	Ln Average drug price per DDD	8,808	8,638	2,308	1,020	,316
	Drug age	,014	,011	2,019	1,274	,212
	Drug age^2	,000	,000	-4,820	-3,736	,001
	Ln Drug price x Ln Detailing flow	-,762	1,184	-1,700	-,643	,525
	Quarter 2 (dummy)	,137	,037	,630	3,753	,001
	Quarter 3 (dummy)	,226	,052	1,038	4,308	,000
	Quarter 4 (dummy)	,320	,071	1,469	4,513	,000
	Year 2013 (dummy)	,362	,092	1,661	3,914	,000
	Year 2014 (dummy)	,806	,218	3,705	3,700	,001
	Year 2015 (dummy)	1,201	,306	5,517	3,930	,000
2	(Constant)	23,237	6,030		3,853	,001
	Ln Sales in DDDs lagged one period	-,741	,185	-,783	-4,008	,001
	Ln Detailing flow (calls)	-,033	,410	-,081	-,080	,937
	Ln Journal advertising flow	,004	,003	,138	1,487	,151
	Ln Mailing flow	8,802E-5	,003	,003	,032	,975
	Ln Competitive global marketing expenditures flow	,085	,061	,219	1,396	,177
	Ln Detailing stock (calls)	,031	,119	,031	,262	,795
	Ln Average drug price per DDD	7,829	11,985	2,052	,653	,520
	Drug age	,030	,021	4,382	1,407	,173
	Drug age^2	,000	,000	-5,226	-2,544	,018
	Ln Drug price x Ln Detailing flow	-,362	1,385	-,808	-,261	,796
	Quarter 2 (dummy)	,105	,047	,484	2,252	,035

	Quarter 3 (dummy)	,164	,067	,755	2,467	,022
	Quarter 4 (dummy)	,233	,093	1,070	2,491	,021
	Year 2013 (dummy)	,256	,130	1,177	1,971	,061
	Year 2014 (dummy)	,629	,331	2,890	1,898	,071
	Year 2015 (dummy)	,891	,452	4,092	1,971	,061
	Ln Sales in DDDs lagged two periods	-,239	,234	-,271	-1,020	,319
	Ln Other marketing expenditures stock	,024	,024	,086	,977	,339
	Ln Average competitors price per DDD	-,519	2,181	-,168	-,238	,814
	Ipad / Tablet (% of times used in calls)	-,369	,244	-,154	-1,510	,145
	Laptop based materials (% of times used in calls)	-,195	,444	-,042	-,439	,665
	Printed material (% of times used in calls)	,032	,070	,050	,464	,647
	Very useful (% of calls)	,130	,103	,103	1,256	,222
	Increase / Will begin to prescribe (% of calls)	-,067	,115	-,044	-,579	,569
	Ln Avg number of products presented during the calls	-,125	,100	-,121	-1,245	,226

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,039	-,203	,841	-,037
	Ln Other marketing expenditures stock	,024	,318	,753	,058
	Ln Average competitors price per DDD	-,192	-,324	,748	-,059
	Ipad / Tablet (% of times used in calls)	-,113	-1,356	,185	-,240
	Laptop based materials (% of times used in calls)	-,046	-,529	,601	-,096
	Printed material (% of times used in calls)	,014	,163	,872	,030
	Very useful (% of calls)	,063	,920	,365	,166
	Increase / Will begin to prescribe (% of calls)	-,031	-,437	,665	-,080
	Ln Avg number of products presented during the calls	-,073	-,907	,372	-,163

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,083
	Ln Other marketing expenditures stock	,571
	Ln Average competitors price per DDD	,009
	Ipad / Tablet (% of times used in calls)	,427
	Laptop based materials (% of times used in calls)	,409
	Printed material (% of times used in calls)	,446
	Very useful (% of calls)	,647
	Increase / Will begin to prescribe (% of calls)	,640
	Ln Avg number of products presented during the calls	,468

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,945	,893	,843	,037707451	,893	17,858
2	,962	,926	,841	,037957533	,032	,958

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	15	32	,000
2	10	22	,504

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,381	15	,025	17,858	,000
	Residual	,045	32	,001		
	Total	,426	47			
2	Regression	,395	25	,016	10,957	,000
	Residual	,032	22	,001		
	Total	,426	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t
1	(Constant)	18,349	3,476		5,278
	Ln Sales in DDDs lagged one period	-,603	,136	-,637	-4,442
	Ln Detailing flow (calls)	,160	,367	,396	,437
	Ln Journal advertising flow	,005	,002	,170	2,255
	Ln Mailing flow	-,002	,002	-,048	-,679
	Ln Detailing stock (calls)	,104	,100	,104	1,038
	Ln Average drug price per DDD	9,380	9,032	2,458	1,038

	Drug age	,015	,011	2,147	1,295
	Drug age^2	,000	,000	-5,194	-3,889
	Ln Drug price x Ln Detailing flow	-,844	1,238	-1,885	-,682
	Quarter 2 (dummy)	,137	,038	,630	3,586
	Quarter 3 (dummy)	,222	,055	1,020	4,050
	Quarter 4 (dummy)	,325	,074	1,493	4,386
	Year 2013 (dummy)	,370	,097	1,702	3,838
	Year 2014 (dummy)	,808	,228	3,710	3,542
	Year 2015 (dummy)	1,219	,320	5,602	3,816

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,665
	Ln Journal advertising flow	,031
	Ln Mailing flow	,502
	Ln Detailing stock (calls)	,307
	Ln Average drug price per DDD	,307
	Drug age	,205
	Drug age^2	,000
	Ln Drug price x Ln Detailing flow	,500
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,001
	Year 2014 (dummy)	,001
	Year 2015 (dummy)	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,097	-,484	,632	-,087
	Ln Competitive global marketing expenditures flow	,270	2,006	,054	,339
	Ln Other marketing expenditures stock	,025	,322	,750	,058
	Ln Average competitors price per DDD	-,362	-,591	,559	-,106
	Ipad / Tablet (% of times used in calls)	-,090	-1,028	,312	-,182
	Laptop based materials (% of times used in calls)	-,080	-,906	,372	-,161
	Printed material (% of times used in calls)	,029	,331	,743	,059
	Very useful (% of calls)	,061	,847	,404	,150
	Increase / Will begin to prescribe (% of calls)	-,064	-,924	,363	-,164
	Ln Avg number of products presented during the calls	-,076	-,892	,379	-,158

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,085
	Ln Competitive global marketing expenditures flow	,168
	Ln Other marketing expenditures stock	,571
	Ln Average competitors price per DDD	,009
	Ipad / Tablet (% of times used in calls)	,434
	Laptop based materials (% of times used in calls)	,429
	Printed material (% of times used in calls)	,450
	Very useful (% of calls)	,647
	Increase / Will begin to prescribe (% of calls)	,691
	Ln Avg number of products presented during the calls	,468

10.7. Product PA4

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,961	,159655833	,989	35,595

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	9	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635

	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Drug age^2
2	Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,995	,989	,965	,151469280	,989	41,345
2	,995	,989	,961	,159655833	,000	,001

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	10	,000
2	1	9	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	22	,949	41,345	,000
	Residual	,229	10	,023		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,364	80,564		,141	,891
	Ln Sales in DDDs lagged one period	-,072	,090	-,204	-,801	,442
	Ln Sales in DDDs lagged two periods	-,070	,063	-,266	-1,099	,298
	Ln Detailing flow (calls)	,593	,322	,322	1,845	,095
	Ln Journal advertising flow	-,006	,013	-,032	-,507	,623
	Ln Mailing flow	,016	,030	,031	,523	,612
	Ln Competitive global marketing expenditures flow	-,124	,294	-,055	-,423	,681
	Ln Detailing stock (calls)	1,734	1,124	,749	1,542	,154
	Ln Other marketing expenditures stock	-,040	,158	-,034	-,251	,807
	Ln Competitive global marketing expenditures stock	,940	,595	,355	1,581	,145
	Ln Average competitors price per DDD	-161,192	406,992	-,141	-,396	,700
	Drug age	,141	,091	1,675	1,546	,153
	Drug age^2	,000	,002	-,272	-,223	,828
	Ipad / Tablet (% of times used in calls)	,314	1,125	,024	,279	,786
	Laptop based materials (% of times used in calls)	,994	2,287	,026	,435	,673
	Very useful (% of calls)	,338	,799	,035	,423	,681
	Increase / Will begin to prescribe (% of calls)	-,632	,860	-,089	-,735	,479
	Ln Avg number of products presented during the calls	-1,093	,890	-,138	-1,228	,248
	Quarter 2 (dummy)	,043	,254	,024	,170	,868
	Quarter 3 (dummy)	,589	,351	,328	1,676	,125
	Quarter 4 (dummy)	,497	,507	,277	,982	,349
	Year 2014 (dummy)	,626	1,060	,377	,591	,568
	Year 2015 (dummy)	1,403	1,687	,844	,832	,425
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324

	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	-,002	-,028	,979	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,248

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Drug age^2
2	Printed material (% of times used in calls), Quarter 2 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,968	,144629540	,989	47,505
2	,995	,989	,961	,159655833	,000	,013

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	11	,000
2	2	9	,987

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,868	21	,994	47,505	,000
	Residual	,230	11	,021		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,115	73,997		,204	,842
	Ln Sales in DDDs lagged one period	-,079	,075	-,224	-1,054	,314
	Ln Sales in DDDs lagged two periods	-,075	,053	-,286	-1,424	,182
	Ln Detailing flow (calls)	,601	,304	,326	1,976	,074
	Ln Journal advertising flow	-,007	,012	-,034	-,573	,578
	Ln Mailing flow	,019	,023	,037	,804	,438
	Ln Competitive global marketing expenditures flow	-,114	,274	-,050	-,415	,686
	Ln Detailing stock (calls)	1,823	,949	,788	1,922	,081
	Ln Other marketing expenditures stock	-,056	,118	-,049	-,474	,645
	Ln Competitive global marketing expenditures stock	,916	,552	,346	1,660	,125
	Ln Average competitors price per DDD	-181,917	370,831	-,159	-,491	,633
	Drug age	,145	,084	1,723	1,725	,113
	Drug age^2	,000	,001	-,190	-,178	,862
	Ipad / Tablet (% of times used in calls)	,262	1,035	,020	,254	,805
	Laptop based materials (% of times used in calls)	1,204	1,841	,031	,654	,527

	Very useful (% of calls)	,282	,696	,029	,405	,693
	Increase / Will begin to prescribe (% of calls)	-,677	,782	-,095	-,867	,405
	Ln Avg number of products presented during the calls	-1,054	,821	-,133	-1,283	,226
	Quarter 3 (dummy)	,535	,144	,298	3,726	,003
	Quarter 4 (dummy)	,419	,200	,233	2,095	,060
	Year 2014 (dummy)	,502	,735	,302	,683	,509
	Year 2015 (dummy)	1,191	1,088	,717	1,095	,297
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	-,003	-,048	,963	-,015
	Quarter 2 (dummy)	,024	,170	,868	,054

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,251
	Quarter 2 (dummy)	,054

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,971	,138671782	,989	54,257
2	,995	,989	,961	,159655833	,000	,018

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	12	,000
2	3	9	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,867	20	1,043	54,257	,000
	Residual	,231	12	,019		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,645	69,628		,253	,804
	Ln Sales in DDDs lagged one period	-,089	,049	-,252	-1,818	,094
	Ln Sales in DDDs lagged two periods	-,081	,040	-,308	-2,009	,068
	Ln Detailing flow (calls)	,618	,276	,335	2,237	,045

	Ln Journal advertising flow	-,008	,010	-,038	-,743	,472
	Ln Mailing flow	,018	,022	,037	,833	,421
	Ln Competitive global marketing expenditures flow	-,120	,261	-,053	-,458	,655
	Ln Detailing stock (calls)	1,959	,542	,847	3,615	,004
	Ln Other marketing expenditures stock	-,063	,107	-,055	-,589	,567
	Ln Competitive global marketing expenditures stock	,867	,458	,327	1,895	,082
	Ln Average competitors price per DDD	-195,572	347,874	-,171	-,562	,584
	Drug age	,133	,052	1,586	2,584	,024
	Ipad / Tablet (% of times used in calls)	,301	,970	,023	,311	,761
	Laptop based materials (% of times used in calls)	1,235	1,757	,032	,703	,496
	Very useful (% of calls)	,233	,613	,024	,380	,711
	Increase / Will begin to prescribe (% of calls)	-,691	,746	-,097	-,926	,373
	Ln Avg number of products presented during the calls	-1,055	,788	-,133	-1,340	,205
	Quarter 3 (dummy)	,531	,136	,296	3,904	,002
	Quarter 4 (dummy)	,408	,183	,228	2,229	,046
	Year 2014 (dummy)	,490	,702	,295	,698	,498
	Year 2015 (dummy)	1,170	1,037	,704	1,129	,281
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Drug age^2	,000	,002	-,282	-,211	,838
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	-,190	-,178	,862	-,054
	Printed material (% of times used in calls)	,001	,015	,988	,005
	Quarter 2 (dummy)	,012	,094	,927	,028

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Printed material (% of times used in calls)	,286
	Quarter 2 (dummy)	,064

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,994	,989	,973	,133766256	,989	61,373
2	,995	,989	,961	,159655833	,000	,031

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	19	13	,000
2	4	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,865	19	1,098	61,373	,000
	Residual	,233	13	,018		

	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	33,057	47,130		,701	,495
	Ln Sales in DDDs lagged one period	-,092	,047	-,259	-1,969	,071
	Ln Sales in DDDs lagged two periods	-,079	,038	-,301	-2,058	,060
	Ln Detailing flow (calls)	,571	,223	,310	2,558	,024
	Ln Journal advertising flow	-,007	,009	-,033	-,703	,495
	Ln Mailing flow	,020	,021	,039	,940	,364
	Ln Competitive global marketing expenditures flow	-,064	,184	-,028	-,349	,733
	Ln Detailing stock (calls)	1,919	,508	,830	3,778	,002
	Ln Other marketing expenditures stock	-,061	,103	-,053	-,595	,562
	Ln Competitive global marketing expenditures stock	,829	,425	,313	1,949	,073
	Ln Average competitors price per DDD	-272,060	237,071	-,237	-1,148	,272
	Drug age	,140	,045	1,665	3,084	,009
	Laptop based materials (% of times used in calls)	1,363	1,648	,035	,827	,423
	Very useful (% of calls)	,281	,572	,029	,491	,632
	Increase / Will begin to prescribe (% of calls)	-,624	,689	-,087	-,905	,382
	Ln Avg number of products presented during the calls	-,930	,653	-,118	-1,424	,178
	Quarter 3 (dummy)	,538	,130	,300	4,153	,001
	Quarter 4 (dummy)	,416	,175	,232	2,371	,034
	Year 2014 (dummy)	,369	,564	,222	,655	,524
	Year 2015 (dummy)	,994	,837	,598	1,188	,256
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689

	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	-,247	-,247	,809	-,071
	Ipad / Tablet (% of times used in calls)	,023	,311	,761	,089
	Printed material (% of times used in calls)	-,006	-,120	,907	-,034
	Quarter 2 (dummy)	-,001	-,009	,993	-,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,166
	Printed material (% of times used in calls)	,351
	Quarter 2 (dummy)	,072

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Detailing stock (calls), Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,989	,975	,129501615	,989	69,112
2	,995	,989	,961	,159655833	,000	,042

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	14	,000
2	5	9	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,863	18	1,159	69,112	,000
	Residual	,235	14	,017		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	41,355	39,382		1,050	,311
	Ln Sales in DDDs lagged one period	-,092	,045	-,261	-2,050	,060
	Ln Sales in DDDs lagged two periods	-,079	,037	-,299	-2,116	,053
	Ln Detailing flow (calls)	,519	,162	,282	3,214	,006
	Ln Journal advertising flow	-,007	,009	-,034	-,765	,457
	Ln Mailing flow	,019	,020	,038	,947	,360
	Ln Detailing stock (calls)	1,917	,492	,828	3,897	,002
	Ln Other marketing expenditures stock	-,063	,100	-,055	-,630	,539
	Ln Competitive global marketing expenditures stock	,731	,310	,276	2,362	,033
	Ln Average competitors price per DDD	-310,008	203,894	-,270	-1,520	,151
	Drug age	,143	,043	1,706	3,346	,005
	Laptop based materials (% of times used in calls)	1,346	1,594	,035	,844	,413
	Very useful (% of calls)	,330	,537	,034	,614	,549
	Increase / Will begin to prescribe (% of calls)	-,518	,598	-,073	-,865	,402
	Ln Avg number of products presented during the calls	-,857	,599	-,108	-1,431	,174
	Quarter 3 (dummy)	,524	,119	,292	4,397	,001
	Quarter 4 (dummy)	,409	,169	,228	2,423	,030
	Year 2014 (dummy)	,291	,501	,175	,581	,570
	Year 2015 (dummy)	,873	,737	,525	1,184	,256
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470

	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,028	-,349	,733	-,096
	Drug age^2	-,233	-,241	,813	-,067
	Ipad / Tablet (% of times used in calls)	,000	-,003	,997	-,001
	Printed material (% of times used in calls)	,001	,015	,988	,004
	Quarter 2 (dummy)	-,001	-,011	,991	-,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,129
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,313
	Printed material (% of times used in calls)	,408
	Quarter 2 (dummy)	,072

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age	.	Enter
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Drug age^2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,989	,976	,126610294	,989	76,537
2	,995	,989	,961	,159655833	,001	,072

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	15	,000
2	6	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,857	17	1,227	76,537	,000
	Residual	,240	15	,016		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	60,479	21,148		2,860	,012
	Ln Sales in DDDs lagged one period	-,102	,041	-,288	-2,486	,025
	Ln Sales in DDDs lagged two periods	-,078	,036	-,295	-2,138	,049
	Ln Detailing flow (calls)	,524	,158	,284	3,320	,005
	Ln Journal advertising flow	-,006	,009	-,032	-,738	,472
	Ln Mailing flow	,020	,020	,039	,999	,333
	Ln Detailing stock (calls)	1,943	,479	,840	4,057	,001
	Ln Other marketing expenditures stock	-,056	,097	-,049	-,578	,572
	Ln Competitive global marketing expenditures stock	,745	,302	,281	2,469	,026

	Ln Average competitors price per DDD	-411,691	102,323	-,359	-4,023	,001
	Drug age	,164	,023	1,954	7,190	,000
	Laptop based materials (% of times used in calls)	1,640	1,478	,042	1,109	,285
	Very useful (% of calls)	,400	,511	,041	,781	,447
	Increase / Will begin to prescribe (% of calls)	-,463	,578	-,065	-,801	,436
	Ln Avg number of products presented during the calls	-,713	,533	-,090	-1,337	,201
	Quarter 3 (dummy)	,494	,105	,275	4,690	,000
	Quarter 4 (dummy)	,360	,143	,200	2,516	,024
	Year 2015 (dummy)	,475	,267	,286	1,779	,096
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,007	-,098	,924	-,026
	Drug age^2	-,090	-,099	,923	-,026
	Ipad / Tablet (% of times used in calls)	-,007	-,133	,896	-,036
	Printed material (% of times used in calls)	-,007	-,154	,880	-,041
	Quarter 2 (dummy)	-,030	-,368	,718	-,098
	Year 2014 (dummy)	,175	,581	,570	,153

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,153
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,330
	Printed material (% of times used in calls)	,447
	Quarter 2 (dummy)	,117
	Year 2014 (dummy)	,009

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age	.
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,988	,977	,123948931	,988	84,829
2	,995	,989	,961	,159655833	,001	,092

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	16	,000
2	7	9	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,852	16	1,303	84,829	,000
	Residual	,246	16	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	63,561	20,035		3,172	,006
	Ln Sales in DDDs lagged one period	-,098	,040	-,278	-2,479	,025
	Ln Sales in DDDs lagged two periods	-,071	,034	-,271	-2,104	,052
	Ln Detailing flow (calls)	,529	,154	,287	3,426	,003
	Ln Journal advertising flow	-,006	,009	-,029	-,686	,502
	Ln Mailing flow	,020	,019	,039	1,023	,321
	Ln Detailing stock (calls)	1,797	,399	,777	4,502	,000
	Ln Competitive global marketing expenditures stock	,728	,294	,275	2,476	,025
	Ln Average competitors price per DDD	-424,984	97,612	-,371	-4,354	,000
	Drug age	,167	,022	1,985	7,605	,000
	Laptop based materials (% of times used in calls)	1,738	1,438	,045	1,209	,244
	Very useful (% of calls)	,528	,451	,054	1,171	,259
	Increase / Will begin to prescribe (% of calls)	-,355	,535	-,050	-,663	,517
	Ln Avg number of products presented during the calls	-,556	,449	-,070	-1,238	,233
	Quarter 3 (dummy)	,499	,103	,278	4,850	,000
	Quarter 4 (dummy)	,370	,139	,206	2,667	,017
	Year 2015 (dummy)	,376	,201	,226	1,875	,079
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835

	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,011	-,149	,883	-,038
	Ln Other marketing expenditures stock	-,049	-,578	,572	-,148
	Drug age^2	-,241	-,287	,778	-,074
	Ipad / Tablet (% of times used in calls)	-,008	-,159	,876	-,041
	Printed material (% of times used in calls)	-,004	-,104	,918	-,027
	Quarter 2 (dummy)	-,004	-,050	,960	-,013
	Year 2014 (dummy)	,153	,521	,610	,133

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,154
	Ln Other marketing expenditures stock	,107
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,330
	Printed material (% of times used in calls)	,451
	Quarter 2 (dummy)	,154
	Year 2014 (dummy)	,009

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Laptop based materials (% of times used in calls), Quarter 3 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age
2	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,988	,977	,121889382	,988	93,537
2	,995	,989	,961	,159655833	,001	,114

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	17	,000
2	8	9	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,845	15	1,390	93,537	,000
	Residual	,253	17	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	66,704	19,143		3,485	,003
	Ln Sales in DDDs lagged one period	-,100	,039	-,283	-2,568	,020
	Ln Sales in DDDs lagged two periods	-,065	,032	-,249	-2,036	,058
	Ln Detailing flow (calls)	,478	,132	,259	3,630	,002
	Ln Journal advertising flow	-,005	,008	-,026	-,628	,539
	Ln Mailing flow	,020	,019	,039	1,036	,315
	Ln Detailing stock (calls)	1,783	,392	,771	4,548	,000
	Ln Competitive global marketing expenditures stock	,644	,261	,243	2,467	,025
	Ln Average competitors price per DDD	-434,129	95,027	-,379	-4,568	,000
	Drug age	,166	,022	1,978	7,712	,000
	Laptop based materials (% of times used in calls)	1,398	1,321	,036	1,058	,305
	Very useful (% of calls)	,675	,386	,070	1,750	,098
	Ln Avg number of products presented during the calls	-,498	,433	-,063	-1,150	,266
	Quarter 3 (dummy)	,482	,098	,268	4,922	,000
	Quarter 4 (dummy)	,371	,137	,207	2,716	,015
	Year 2015 (dummy)	,350	,193	,211	1,811	,088
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635

	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,008	,126	,901	,031
	Ln Other marketing expenditures stock	-,027	-,342	,737	-,085
	Drug age^2	-,231	-,280	,783	-,070
	Ipad / Tablet (% of times used in calls)	-,003	-,066	,948	-,017
	Printed material (% of times used in calls)	-,002	-,039	,969	-,010
	Increase / Will begin to prescribe (% of calls)	-,050	-,663	,517	-,164
	Quarter 2 (dummy)	,006	,091	,929	,023
	Year 2014 (dummy)	,126	,441	,665	,110

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,184
	Ln Other marketing expenditures stock	,119
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,337
	Printed material (% of times used in calls)	,456
	Increase / Will begin to prescribe (% of calls)	,129
	Quarter 2 (dummy)	,161
	Year 2014 (dummy)	,009

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,987	,977	,122295592	,987	99,474
2	,995	,989	,961	,159655833	,002	,173

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	18	,000
2	9	9	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,829	14	1,488	99,474	,000
	Residual	,269	18	,015		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	57,761	17,234		3,352	,004
	Ln Sales in DDDs lagged one period	-,094	,039	-,267	-2,437	,025
	Ln Sales in DDDs lagged two periods	-,063	,032	-,241	-1,965	,065
	Ln Detailing flow (calls)	,472	,132	,256	3,578	,002

	Ln Journal advertising flow	-,003	,008	-,017	-,408	,688
	Ln Mailing flow	,022	,019	,043	1,156	,263
	Ln Detailing stock (calls)	1,752	,392	,757	4,467	,000
	Ln Competitive global marketing expenditures stock	,666	,261	,251	2,555	,020
	Ln Average competitors price per DDD	-388,469	84,952	-,339	-4,573	,000
	Drug age	,167	,022	1,989	7,738	,000
	Very useful (% of calls)	,596	,380	,061	1,570	,134
	Ln Avg number of products presented during the calls	-,662	,406	-,084	-1,633	,120
	Quarter 3 (dummy)	,452	,094	,252	4,805	,000
	Quarter 4 (dummy)	,302	,121	,168	2,506	,022
	Year 2015 (dummy)	,285	,184	,172	1,550	,139
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,008	,121	,905	,029
	Ln Other marketing expenditures stock	-,044	-,575	,573	-,138
	Drug age^2	-,328	-,400	,694	-,097

	Ipad / Tablet (% of times used in calls)	,001	,011	,991	,003
	Laptop based materials (% of times used in calls)	,036	1,058	,305	,249
	Printed material (% of times used in calls)	-,010	-,259	,799	-,063
	Increase / Will begin to prescribe (% of calls)	-,017	-,246	,809	-,059
	Quarter 2 (dummy)	,015	,225	,825	,054
	Year 2014 (dummy)	,209	,794	,438	,189

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,184
	Ln Other marketing expenditures stock	,126
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,339
	Laptop based materials (% of times used in calls)	,613
	Printed material (% of times used in calls)	,478
	Increase / Will begin to prescribe (% of calls)	,148
	Quarter 2 (dummy)	,164
	Year 2014 (dummy)	,010

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Very useful (% of calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,993	,986	,976	,126729196	,986	99,590
2	,995	,989	,961	,159655833	,004	,297

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	19	,000
2	10	9	,964

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,793	13	1,599	99,590	,000
	Residual	,305	19	,016		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	36,889	11,146		3,310	,004
	Ln Sales in DDDs lagged one period	-,100	,040	-,284	-2,518	,021
	Ln Sales in DDDs lagged two periods	-,065	,033	-,248	-1,957	,065
	Ln Detailing flow (calls)	,450	,136	,244	3,312	,004
	Ln Journal advertising flow	-,001	,008	-,003	-,077	,939
	Ln Mailing flow	,019	,020	,038	,980	,340
	Ln Detailing stock (calls)	1,811	,404	,783	4,478	,000
	Ln Competitive global marketing expenditures stock	,587	,265	,222	2,216	,039
	Ln Average competitors price per DDD	-278,948	48,873	-,243	-5,708	,000
	Drug age	,176	,022	2,090	8,109	,000
	Very useful (% of calls)	,568	,393	,059	1,445	,165
	Ln Avg number of products presented during the calls	-,652	,420	-,082	-1,552	,137
	Quarter 3 (dummy)	,359	,075	,200	4,785	,000
	Quarter 4 (dummy)	,152	,075	,085	2,041	,055
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817

	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,022	,336	,741	,079
	Ln Other marketing expenditures stock	,031	,520	,610	,122
	Drug age^2	,197	,255	,802	,060
	Ipad / Tablet (% of times used in calls)	,000	-,008	,994	-,002
	Laptop based materials (% of times used in calls)	,016	,480	,637	,112
	Printed material (% of times used in calls)	-,022	-,546	,592	-,128
	Increase / Will begin to prescribe (% of calls)	-,009	-,129	,899	-,030
	Quarter 2 (dummy)	-,044	-,940	,360	-,216
	Year 2014 (dummy)	-,096	-1,214	,240	-,275
	Year 2015 (dummy)	,172	1,550	,139	,343

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,188
	Ln Other marketing expenditures stock	,216
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,339
	Laptop based materials (% of times used in calls)	,681
	Printed material (% of times used in calls)	,499
	Increase / Will begin to prescribe (% of calls)	,149
	Quarter 2 (dummy)	,353
	Year 2014 (dummy)	,118
	Year 2015 (dummy)	,058

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Quarter 2 (dummy), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,984	,974	,130128301	,984	102,161
2	,995	,989	,961	,159655833	,005	,390

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	20	,000
2	11	9	,928

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,759	12	1,730	102,161	,000
	Residual	,339	20	,017		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,950	10,893		2,933	,008
	Ln Sales in DDDs lagged one period	-,096	,041	-,270	-2,339	,030
	Ln Sales in DDDs lagged two periods	-,081	,032	-,307	-2,484	,022
	Ln Detailing flow (calls)	,485	,137	,263	3,531	,002
	Ln Journal advertising flow	-,003	,008	-,015	-,370	,715
	Ln Mailing flow	,019	,020	,039	,971	,343
	Ln Detailing stock (calls)	1,864	,414	,806	4,507	,000
	Ln Competitive global marketing expenditures stock	,632	,270	,238	2,336	,030

	Ln Average competitors price per DDD	-259,146	48,170	-,226	-5,380	,000
	Drug age	,179	,022	2,129	8,087	,000
	Ln Avg number of products presented during the calls	-,716	,429	-,090	-1,668	,111
	Quarter 3 (dummy)	,360	,077	,200	4,675	,000
	Quarter 4 (dummy)	,147	,077	,082	1,922	,069
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697
	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,023	,339	,738	,078
	Ln Other marketing expenditures stock	,009	,147	,884	,034
	Drug age^2	,513	,691	,498	,157
	Ipad / Tablet (% of times used in calls)	,000	,004	,997	,001
	Laptop based materials (% of times used in calls)	,008	,227	,823	,052
	Printed material (% of times used in calls)	-,023	-,563	,580	-,128
	Very useful (% of calls)	,059	1,445	,165	,315
	Increase / Will begin to prescribe (% of calls)	-,053	-,837	,413	-,189

	Quarter 2 (dummy)	-,047	-,988	,336	-,221
	Year 2014 (dummy)	-,088	-1,074	,296	-,239
	Year 2015 (dummy)	,163	1,423	,171	,310

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,188
	Ln Other marketing expenditures stock	,230
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,339
	Laptop based materials (% of times used in calls)	,701
	Printed material (% of times used in calls)	,499
	Very useful (% of calls)	,463
	Increase / Will begin to prescribe (% of calls)	,205
	Quarter 2 (dummy)	,354
	Year 2014 (dummy)	,119
	Year 2015 (dummy)	,058

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Year 2015 (dummy), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,991	,982	,972	,135533299	,982	102,504
2	,995	,989	,961	,159655833	,007	,511

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	11	21	,000
2	12	9	,862

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,712	11	1,883	102,504	,000
	Residual	,386	21	,018		
	Total	21,098	32			
2	Regression	20,868	23	,907	35,595	,000
	Residual	,229	9	,025		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	34,773	11,208		3,103	,005
	Ln Sales in DDDs lagged one period	-,108	,042	-,304	-2,573	,018
	Ln Sales in DDDs lagged two periods	-,086	,034	-,328	-2,563	,018
	Ln Detailing flow (calls)	,504	,143	,274	3,538	,002
	Ln Journal advertising flow	-,009	,008	-,044	-1,126	,273
	Ln Mailing flow	,010	,020	,021	,514	,613
	Ln Detailing stock (calls)	1,964	,426	,849	4,609	,000
	Ln Competitive global marketing expenditures stock	,394	,239	,149	1,646	,115
	Ln Average competitors price per DDD	-261,652	50,146	-,228	-5,218	,000
	Drug age	,172	,023	2,050	7,601	,000
	Quarter 3 (dummy)	,316	,075	,176	4,194	,000
	Quarter 4 (dummy)	,158	,079	,088	1,994	,059
2	(Constant)	11,758	86,097		,137	,894
	Ln Sales in DDDs lagged one period	-,072	,095	-,203	-,754	,470
	Ln Sales in DDDs lagged two periods	-,070	,067	-,266	-1,043	,324
	Ln Detailing flow (calls)	,597	,361	,324	1,652	,133
	Ln Journal advertising flow	-,006	,013	-,032	-,481	,642
	Ln Mailing flow	,015	,031	,031	,492	,635
	Ln Detailing stock (calls)	1,728	1,204	,747	1,436	,185
	Ln Competitive global marketing expenditures stock	,946	,663	,357	1,426	,188
	Ln Average competitors price per DDD	-163,612	437,797	-,143	-,374	,717
	Drug age	,142	,115	1,696	1,239	,247
	Quarter 3 (dummy)	,587	,381	,327	1,538	,159
	Quarter 4 (dummy)	,494	,550	,275	,898	,393
	Ln Competitive global marketing expenditures flow	-,124	,310	-,055	-,399	,699
	Ln Other marketing expenditures stock	-,039	,166	-,034	-,238	,817
	Drug age^2	,000	,002	-,282	-,211	,838
	Ipad / Tablet (% of times used in calls)	,295	1,377	,022	,214	,835
	Laptop based materials (% of times used in calls)	,998	2,415	,026	,413	,689
	Printed material (% of times used in calls)	-,021	,765	-,002	-,028	,979
	Very useful (% of calls)	,338	,843	,035	,401	,697

	Increase / Will begin to prescribe (% of calls)	-,636	,915	-,089	-,695	,505
	Ln Avg number of products presented during the calls	-1,084	,992	-,137	-1,093	,303
	Quarter 2 (dummy)	,042	,269	,024	,158	,878
	Year 2014 (dummy)	,615	1,187	,370	,518	,617
	Year 2015 (dummy)	1,385	1,885	,833	,735	,481

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,038	,558	,583	,124
	Ln Other marketing expenditures stock	,035	,581	,568	,129
	Drug age^2	,709	,943	,357	,206
	Ipad / Tablet (% of times used in calls)	-,012	-,225	,824	-,050
	Laptop based materials (% of times used in calls)	,025	,729	,475	,161
	Printed material (% of times used in calls)	-,037	-,894	,382	-,196
	Very useful (% of calls)	,065	1,561	,134	,330
	Increase / Will begin to prescribe (% of calls)	-,027	-,421	,678	-,094
	Ln Avg number of products presented during the calls	-,090	-1,668	,111	-,349
	Quarter 2 (dummy)	-,050	-1,018	,321	-,222
	Year 2014 (dummy)	-,096	-1,136	,269	-,246
	Year 2015 (dummy)	,159	1,321	,201	,283

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,193
	Ln Other marketing expenditures stock	,250
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,347
	Laptop based materials (% of times used in calls)	,786
	Printed material (% of times used in calls)	,526
	Very useful (% of calls)	,469
	Increase / Will begin to prescribe (% of calls)	,216
	Ln Avg number of products presented during the calls	,273
	Quarter 2 (dummy)	,355
	Year 2014 (dummy)	,119
	Year 2015 (dummy)	,058

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Detailing flow (calls), Quarter 3 (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age	.
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Year 2014 (dummy), Drug age^2, Year 2015 (dummy)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,979	,970	,140699831	,979	104,374
2	,993	,987	,957	,167711869	,007	,457

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	22	,000
2	12	10	,900

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,662	10	2,066	104,374	,000
	Residual	,436	22	,020		
	Total	21,098	32			
2	Regression	20,817	22	,946	33,640	,000
	Residual	,281	10	,028		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	38,863	11,346		3,425	,002
	Ln Sales in DDDs lagged one period	-,106	,043	-,301	-2,448	,023
	Ln Sales in DDDs lagged two periods	-,086	,035	-,326	-2,454	,023
	Ln Detailing flow (calls)	,412	,136	,224	3,028	,006
	Ln Journal advertising flow	-,010	,008	-,050	-1,234	,230
	Ln Mailing flow	,002	,020	,005	,118	,907
	Ln Detailing stock (calls)	1,983	,442	,857	4,483	,000
	Ln Average competitors price per DDD	-250,165	51,551	-,218	-4,853	,000

	Drug age	,157	,021	1,870	7,308	,000
	Quarter 3 (dummy)	,290	,077	,162	3,793	,001
	Quarter 4 (dummy)	,163	,082	,091	1,982	,060
2	(Constant)	61,746	82,610		,747	,472
	Ln Sales in DDDs lagged one period	-,139	,087	-,393	-1,597	,141
	Ln Sales in DDDs lagged two periods	-,096	,068	-,365	-1,415	,187
	Ln Detailing flow (calls)	,370	,341	,201	1,086	,303
	Ln Journal advertising flow	-,011	,013	-,057	-,857	,412
	Ln Mailing flow	,016	,033	,031	,470	,648
	Ln Detailing stock (calls)	2,505	1,127	1,083	2,222	,050
	Ln Average competitors price per DDD	-380,848	431,164	-,332	-,883	,398
	Drug age	,079	,111	,944	,711	,493
	Quarter 3 (dummy)	,441	,386	,246	1,143	,280
	Quarter 4 (dummy)	,352	,568	,196	,619	,550
	Ln Competitive global marketing expenditures flow	,084	,288	,037	,292	,776
	Ln Other marketing expenditures stock	-,094	,170	-,081	-,551	,593
	Drug age^2	,001	,002	,833	,730	,482
	Ipad / Tablet (% of times used in calls)	,339	1,446	,026	,235	,819
	Laptop based materials (% of times used in calls)	1,424	2,517	,037	,566	,584
	Printed material (% of times used in calls)	,335	,759	,031	,441	,668
	Very useful (% of calls)	,352	,885	,036	,398	,699
	Increase / Will begin to prescribe (% of calls)	-,129	,886	-,018	-,146	,887
	Ln Avg number of products presented during the calls	-,575	,972	-,073	-,591	,567
	Quarter 2 (dummy)	-,028	,278	-,016	-,100	,922
	Year 2014 (dummy)	,223	1,213	,134	,184	,858
	Year 2015 (dummy)	,674	1,910	,406	,353	,731

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,077	1,356	,190	,284
	Ln Other marketing expenditures stock	-,004	-,067	,947	-,015
	Drug age^2	1,048	1,754	,094	,357
	Ipad / Tablet (% of times used in calls)	,020	,409	,687	,089
	Laptop based materials (% of times used in calls)	,021	,593	,560	,128
	Printed material (% of times used in calls)	-,026	-,624	,540	-,135
	Very useful (% of calls)	,070	1,621	,120	,333
	Increase / Will begin to prescribe (% of calls)	-,001	-,010	,992	-,002
	Ln Avg number of products presented during the calls	-,024	-,465	,646	-,101
	Quarter 2 (dummy)	-,043	-,825	,419	-,177
	Year 2014 (dummy)	-,044	-,514	,613	-,111
	Year 2015 (dummy)	,107	,859	,400	,184

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,277
	Ln Other marketing expenditures stock	,291
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,409
	Laptop based materials (% of times used in calls)	,790
	Printed material (% of times used in calls)	,537
	Very useful (% of calls)	,471
	Increase / Will begin to prescribe (% of calls)	,230
	Ln Avg number of products presented during the calls	,378
	Quarter 2 (dummy)	,358
	Year 2014 (dummy)	,133
	Year 2015 (dummy)	,061

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Average drug price per DDD, Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Quarter 3 (dummy), Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods
2	Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Quarter 4 (dummy), Drug age^2, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,988	,976	,966	,149385588	,976	102,490
2	,993	,987	,957	,167711869	,011	,634

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	9	23	,000
2	13	10	,782

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,585	9	2,287	102,490	,000
	Residual	,513	23	,022		
	Total	21,098	32			
2	Regression	20,817	22	,946	33,640	,000
	Residual	,281	10	,028		
	Total	21,098	32			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	24,980	9,475		2,636
	Ln Sales in DDDs lagged one period	-,126	,045	-,356	-2,799
	Ln Sales in DDDs lagged two periods	-,098	,036	-,374	-2,697
	Ln Detailing flow (calls)	,443	,143	,240	3,087
	Ln Journal advertising flow	-,014	,008	-,071	-1,712
	Ln Mailing flow	-,017	,019	-,034	-,926
	Ln Detailing stock (calls)	2,247	,448	,971	5,018
	Ln Average competitors price per DDD	-191,793	44,920	-,167	-4,270
	Drug age	,168	,022	1,996	7,585
	Quarter 3 (dummy)	,214	,070	,119	3,047

Coefficients

Model		Sig.
1	(Constant)	,015
	Ln Sales in DDDs lagged one period	,010
	Ln Sales in DDDs lagged two periods	,013
	Ln Detailing flow (calls)	,005
	Ln Journal advertising flow	,100
	Ln Mailing flow	,364
	Ln Detailing stock (calls)	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Quarter 3 (dummy)	,006

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,040	,666	,512	,141
	Ln Other marketing expenditures stock	-,056	-1,169	,255	-,242
	Drug age^2	,802	1,242	,227	,256
	Ipad / Tablet (% of times used in calls)	,054	1,214	,238	,250
	Laptop based materials (% of times used in calls)	-,004	-,105	,917	-,022
	Printed material (% of times used in calls)	-,040	-,909	,373	-,190
	Very useful (% of calls)	,067	1,436	,165	,293

	Increase / Will begin to prescribe (% of calls)	-,035	-,531	,601	-,112
	Ln Avg number of products presented during the calls	-,029	-,540	,595	-,114
	Quarter 2 (dummy)	-,076	-1,671	,109	-,336
	Quarter 4 (dummy)	,091	1,982	,060	,389
	Year 2014 (dummy)	,056	,816	,423	,171
	Year 2015 (dummy)	-,079	-,999	,329	-,208

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,301
	Ln Other marketing expenditures stock	,449
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,517
	Laptop based materials (% of times used in calls)	,895
	Printed material (% of times used in calls)	,553
	Very useful (% of calls)	,472
	Increase / Will begin to prescribe (% of calls)	,250
	Ln Avg number of products presented during the calls	,379
	Quarter 2 (dummy)	,476
	Quarter 4 (dummy)	,446
	Year 2014 (dummy)	,227
	Year 2015 (dummy)	,168

10.8. Product PA5

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,784	,614	,136	,054884793	,614	1,285

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	26	21	,281

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391

	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,784	,614	,175	,053624869	,614	1,400
2	,784	,614	,136	,054884793	,000	,002

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,214
2	1	21	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	25	,004	1,400	,214
	Residual	,063	22	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,019	7,082		2,121	,045
	Ln Sales in DDDs lagged one period	-,474	,221	-,462	-2,150	,043
	Ln Sales in DDDs lagged two periods	-,081	,255	-,081	-,318	,753
	Ln Detailing flow (calls)	,342	,445	1,915	,770	,450
	Ln Journal advertising flow	,003	,003	,207	,885	,386
	Ln Mailing flow	-,002	,004	-,086	-,457	,652
	Ln Competitive global marketing expenditures flow	,022	,073	,090	,302	,765
	Ln Detailing stock (calls)	,100	,143	,288	,697	,493
	Ln Other marketing expenditures stock	-,027	,019	-,281	-1,394	,177
	Ln Competitive global marketing expenditures stock	,276	,306	,800	,903	,376
	Ln Average drug price per DDD	-1,634	12,258	-,679	-,133	,895
	Ln Average competitors price per DDD	2,647	4,496	1,300	,589	,562
	Drug age	-,002	,020	-,435	-,094	,926
	Drug age^2	-9,878E-5	,000	-2,430	-,615	,545
	Ln Drug price x Ln Detailing flow	-,979	1,532	-2,828	-,639	,530
	Laptop based materials (% of times used in calls)	,182	,300	,122	,605	,552
	Printed material (% of times used in calls)	-,010	,088	-,029	-,117	,908
	Very useful (% of calls)	,026	,108	,045	,243	,810
	Increase / Will begin to prescribe (% of calls)	-,012	,086	-,025	-,140	,890
	Ln Avg number of products presented during the calls	-,050	,118	-,087	-,424	,676
	Quarter 2 (dummy)	,069	,063	,514	1,103	,282
	Quarter 3 (dummy)	,162	,097	1,204	1,682	,107
	Quarter 4 (dummy)	,190	,132	1,408	1,435	,165
	Year 2013 (dummy)	,148	,177	1,099	,836	,412
	Year 2014 (dummy)	,103	,351	,767	,295	,771
	Year 2015 (dummy)	,295	,494	2,188	,598	,556
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397

	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,006	,039	,969	,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,706

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age
2	Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,783	,614	,211	,052462564	,614	1,523
2	,784	,614	,136	,054884793	,000	,007

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,159
2	2	21	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	24	,004	1,523	,159
	Residual	,063	23	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,780	6,634		2,228	,036
	Ln Sales in DDDs lagged one period	-,467	,207	-,455	-2,256	,034
	Ln Sales in DDDs lagged two periods	-,068	,225	-,068	-,303	,764
	Ln Detailing flow (calls)	,320	,394	1,791	,813	,425
	Ln Journal advertising flow	,003	,003	,215	,979	,338
	Ln Mailing flow	-,002	,004	-,087	-,476	,639
	Ln Competitive global marketing expenditures flow	,021	,071	,085	,294	,771
	Ln Detailing stock (calls)	,090	,115	,261	,785	,441
	Ln Other marketing expenditures stock	-,026	,019	-,279	-1,420	,169
	Ln Competitive global marketing expenditures stock	,292	,267	,846	1,095	,285
	Ln Average drug price per DDD	-2,338	10,457	-,972	-,224	,825
	Ln Average competitors price per DDD	2,746	4,320	1,348	,636	,531
	Drug age	-,002	,019	-,555	-,125	,901
	Drug age^2	-9,105E-5	,000	-2,240	-,636	,531
	Ln Drug price x Ln Detailing flow	-,898	1,339	-2,594	-,671	,509

	Laptop based materials (% of times used in calls)	,180	,294	,121	,614	,545
	Very useful (% of calls)	,031	,096	,055	,328	,746
	Increase / Will begin to prescribe (% of calls)	-,014	,083	-,029	-,164	,871
	Ln Avg number of products presented during the calls	-,050	,116	-,086	-,430	,671
	Quarter 2 (dummy)	,069	,061	,508	1,121	,274
	Quarter 3 (dummy)	,160	,092	1,185	1,738	,096
	Quarter 4 (dummy)	,188	,128	1,392	1,465	,156
	Year 2013 (dummy)	,151	,173	1,115	,872	,392
	Year 2014 (dummy)	,101	,343	,749	,295	,771
	Year 2015 (dummy)	,290	,481	2,150	,603	,552
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,005	,032	,975	,007
	Printed material (% of times used in calls)	-,029	-,117	,908	-,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,709
	Printed material (% of times used in calls)	,279

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Year 2014 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD, Drug age
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,783	,613	,243	,051387916	,613	1,655
2	,784	,614	,136	,054884793	,001	,013

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,114
2	3	21	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,101	23	,004	1,655	,114
	Residual	,063	24	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14,692	6,477		2,268	,033
	Ln Sales in DDDs lagged one period	-,463	,201	-,451	-2,299	,031
	Ln Sales in DDDs lagged two periods	-,066	,220	-,066	-,299	,767
	Ln Detailing flow (calls)	,323	,385	1,808	,839	,410
	Ln Journal advertising flow	,003	,003	,205	,993	,331
	Ln Mailing flow	-,002	,004	-,089	-,498	,623
	Ln Competitive global marketing expenditures flow	,024	,068	,096	,346	,732
	Ln Detailing stock (calls)	,091	,112	,263	,811	,425
	Ln Other marketing expenditures stock	-,026	,018	-,279	-1,453	,159
	Ln Competitive global marketing expenditures stock	,288	,260	,834	1,107	,279
	Ln Average drug price per DDD	-2,291	10,239	-,952	-,224	,825
	Ln Average competitors price per DDD	2,725	4,230	1,338	,644	,526
	Drug age	-,002	,018	-,443	-,103	,919
	Drug age^2	-9,202E-5	,000	-2,263	-,656	,518
	Ln Drug price x Ln Detailing flow	-,906	1,311	-2,618	-,691	,496
	Laptop based materials (% of times used in calls)	,183	,287	,123	,638	,529
	Very useful (% of calls)	,028	,092	,049	,308	,761
	Ln Avg number of products presented during the calls	-,051	,113	-,088	-,451	,656
	Quarter 2 (dummy)	,067	,059	,498	1,133	,269
	Quarter 3 (dummy)	,158	,089	1,167	1,770	,089
	Quarter 4 (dummy)	,184	,123	1,361	1,492	,149
	Year 2013 (dummy)	,143	,163	1,059	,878	,389
	Year 2014 (dummy)	,088	,327	,652	,269	,790
	Year 2015 (dummy)	,270	,456	2,004	,593	,559
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563

	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,003	,020	,984	,004
	Printed material (% of times used in calls)	-,035	-,144	,887	-,030
	Increase / Will begin to prescribe (% of calls)	-,029	-,164	,871	-,034

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,713
	Printed material (% of times used in calls)	,286
	Increase / Will begin to prescribe (% of calls)	,554

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Very useful (% of calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,782	,612	,271	,050425641	,612	1,793
2	,784	,614	,136	,054884793	,002	,026

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,080
2	4	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	22	,005	1,793	,080
	Residual	,064	25	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,025	6,240		2,408	,024
	Ln Sales in DDDs lagged one period	-,464	,198	-,452	-2,348	,027
	Ln Sales in DDDs lagged two periods	-,089	,200	-,088	-,444	,661
	Ln Detailing flow (calls)	,325	,378	1,822	,861	,397
	Ln Journal advertising flow	,003	,003	,192	,975	,339
	Ln Mailing flow	-,002	,004	-,086	-,492	,627
	Ln Competitive global marketing expenditures flow	,023	,067	,093	,343	,734
	Ln Detailing stock (calls)	,091	,110	,263	,825	,417
	Ln Other marketing expenditures stock	-,026	,018	-,276	-1,468	,155
	Ln Competitive global marketing expenditures stock	,295	,254	,853	1,158	,258
	Ln Average drug price per DDD	-3,101	9,604	-1,289	-,323	,749
	Ln Average competitors price per DDD	2,909	4,096	1,428	,710	,484
	Drug age	,001	,014	,229	,067	,947
	Drug age^2	-9,576E-5	,000	-2,355	-,699	,491
	Ln Drug price x Ln Detailing flow	-,908	1,286	-2,625	-,706	,486
	Laptop based materials (% of times used in calls)	,174	,280	,117	,623	,539
	Very useful (% of calls)	,027	,090	,046	,295	,771
	Ln Avg number of products presented during the calls	-,046	,110	-,080	-,422	,677
	Quarter 2 (dummy)	,057	,044	,421	1,289	,209
	Quarter 3 (dummy)	,142	,066	1,051	2,149	,042
	Quarter 4 (dummy)	,160	,083	1,182	1,931	,065

	Year 2013 (dummy)	,108	,096	,799	1,125	,271
	Year 2015 (dummy)	,150	,096	1,115	1,573	,128
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,006	-,039	,969	-,008
	Printed material (% of times used in calls)	-,028	-,120	,906	-,024
	Increase / Will begin to prescribe (% of calls)	-,017	-,100	,921	-,020
	Year 2014 (dummy)	,652	,269	,790	,055

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,749
	Printed material (% of times used in calls)	,288
	Increase / Will begin to prescribe (% of calls)	,586
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,782	,611	,296	,049532321	,611	1,943
2	,784	,614	,136	,054884793	,003	,035

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,055
2	5	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	21	,005	1,943	,055
	Residual	,064	26	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14,832	6,096		2,433	,022
	Ln Sales in DDDs lagged one period	-,458	,193	-,447	-2,373	,025
	Ln Sales in DDDs lagged two periods	-,082	,195	-,081	-,420	,678

	Ln Detailing flow (calls)	,333	,370	1,866	,900	,376
	Ln Journal advertising flow	,003	,003	,187	,971	,340
	Ln Mailing flow	-,002	,004	-,087	-,505	,618
	Ln Competitive global marketing expenditures flow	,029	,062	,117	,459	,650
	Ln Detailing stock (calls)	,089	,108	,258	,824	,417
	Ln Other marketing expenditures stock	-,027	,017	-,285	-1,566	,129
	Ln Competitive global marketing expenditures stock	,291	,250	,842	1,166	,254
	Ln Average drug price per DDD	-3,135	9,433	-1,303	-,332	,742
	Ln Average competitors price per DDD	3,051	3,996	1,498	,763	,452
	Drug age	,002	,014	,418	,127	,900
	Drug age^2	,000	,000	-2,603	-,812	,424
	Ln Drug price x Ln Detailing flow	-,943	1,258	-2,726	-,750	,460
	Laptop based materials (% of times used in calls)	,173	,275	,117	,631	,534
	Ln Avg number of products presented during the calls	-,047	,108	-,081	-,437	,665
	Quarter 2 (dummy)	,058	,043	,427	1,336	,193
	Quarter 3 (dummy)	,142	,065	1,054	2,195	,037
	Quarter 4 (dummy)	,162	,081	1,200	2,007	,055
	Year 2013 (dummy)	,109	,094	,808	1,158	,258
	Year 2015 (dummy)	,156	,092	1,159	1,704	,100
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969

	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,011	-,079	,938	-,016
	Printed material (% of times used in calls)	-,049	-,229	,821	-,046
	Very useful (% of calls)	,046	,295	,771	,059
	Increase / Will begin to prescribe (% of calls)	-,008	-,048	,962	-,010
	Year 2014 (dummy)	,599	,253	,803	,050

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,763
	Printed material (% of times used in calls)	,342
	Very useful (% of calls)	,633
	Increase / Will begin to prescribe (% of calls)	,605
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,780	,608	,318	,048770892	,608	2,095
2	,784	,614	,136	,054884793	,006	,053

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,037
2	6	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,100	20	,005	2,095	,037
	Residual	,064	27	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,556	5,202		2,606	,015
	Ln Sales in DDDs lagged one period	-,430	,178	-,419	-2,413	,023
	Ln Detailing flow (calls)	,334	,365	1,868	,915	,368
	Ln Journal advertising flow	,003	,002	,216	1,222	,232
	Ln Mailing flow	-,002	,004	-,094	-,556	,583
	Ln Competitive global marketing expenditures flow	,028	,061	,115	,458	,651
	Ln Detailing stock (calls)	,070	,097	,204	,726	,474
	Ln Other marketing expenditures stock	-,028	,017	-,299	-1,698	,101
	Ln Competitive global marketing expenditures stock	,300	,245	,869	1,226	,231
	Ln Average drug price per DDD	-4,095	9,011	-1,702	-,454	,653
	Ln Average competitors price per DDD	3,543	3,761	1,740	,942	,354
	Drug age	,002	,014	,440	,136	,893
	Drug age^2	,000	,000	-2,789	-,893	,380
	Ln Drug price x Ln Detailing flow	-,938	1,238	-2,710	-,757	,455
	Laptop based materials (% of times used in calls)	,184	,269	,124	,684	,500
	Ln Avg number of products presented during the calls	-,045	,106	-,078	-,426	,673
	Quarter 2 (dummy)	,063	,040	,469	1,566	,129
	Quarter 3 (dummy)	,144	,064	1,068	2,263	,032
	Quarter 4 (dummy)	,169	,078	1,254	2,178	,038
	Year 2013 (dummy)	,121	,089	,894	1,361	,185
	Year 2015 (dummy)	,167	,087	1,240	1,930	,064
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391

	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,081	-,420	,678	-,082
	Ipad / Tablet (% of times used in calls)	-,006	-,043	,966	-,008
	Printed material (% of times used in calls)	,001	,003	,998	,001
	Very useful (% of calls)	,038	,248	,806	,049
	Increase / Will begin to prescribe (% of calls)	,002	,011	,992	,002
	Year 2014 (dummy)	,860	,401	,692	,078

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,398
	Ipad / Tablet (% of times used in calls)	,769
	Printed material (% of times used in calls)	,452
	Very useful (% of calls)	,642
	Increase / Will begin to prescribe (% of calls)	,617
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,778	,605	,338	,048052955	,605	2,262
2	,784	,614	,136	,054884793	,009	,066

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,024
2	7	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,099	19	,005	2,262	,024
	Residual	,065	28	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,537	5,125		2,641	,013
	Ln Sales in DDDs lagged one period	-,412	,171	-,402	-2,415	,023
	Ln Detailing flow (calls)	,261	,318	1,463	,822	,418
	Ln Journal advertising flow	,003	,002	,194	1,164	,254
	Ln Mailing flow	-,002	,004	-,091	-,551	,586
	Ln Competitive global marketing expenditures flow	,027	,060	,109	,441	,662
	Ln Detailing stock (calls)	,059	,092	,170	,642	,526
	Ln Other marketing expenditures stock	-,028	,016	-,293	-1,693	,102

	Ln Competitive global marketing expenditures stock	,311	,240	,901	1,297	,205
	Ln Average drug price per DDD	-4,479	8,834	-1,862	-,507	,616
	Ln Average competitors price per DDD	2,886	3,380	1,417	,854	,400
	Drug age	,002	,013	,471	,147	,884
	Drug age^2	,000	,000	-2,534	-,839	,409
	Ln Drug price x Ln Detailing flow	-,702	1,091	-2,027	-,643	,525
	Laptop based materials (% of times used in calls)	,175	,265	,118	,662	,514
	Quarter 2 (dummy)	,056	,036	,413	1,558	,131
	Quarter 3 (dummy)	,133	,057	,983	2,333	,027
	Quarter 4 (dummy)	,158	,072	1,174	2,190	,037
	Year 2013 (dummy)	,109	,083	,808	1,312	,200
	Year 2015 (dummy)	,162	,085	1,202	1,917	,065
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,078	-,407	,687	-,078
	Ipad / Tablet (% of times used in calls)	-,002	-,017	,986	-,003
	Printed material (% of times used in calls)	-,002	-,008	,993	-,002
	Very useful (% of calls)	,040	,265	,793	,051
	Increase / Will begin to prescribe (% of calls)	-,005	-,032	,975	-,006
	Ln Avg number of products presented during the calls	-,078	-,426	,673	-,082
	Year 2014 (dummy)	,693	,333	,742	,064

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,399
	Ipad / Tablet (% of times used in calls)	,772
	Printed material (% of times used in calls)	,452
	Very useful (% of calls)	,643
	Increase / Will begin to prescribe (% of calls)	,624
	Ln Avg number of products presented during the calls	,435
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,776	,603	,356	,047381156	,603	2,444
2	,784	,614	,136	,054884793	,011	,077

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,016
2	8	21	1,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,099	18	,005	2,444	,016
	Residual	,065	29	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,351	4,715		3,044	,005
	Ln Sales in DDDs lagged one period	-,433	,161	-,422	-2,684	,012
	Ln Detailing flow (calls)	,303	,299	1,695	1,011	,320
	Ln Journal advertising flow	,003	,002	,215	1,367	,182
	Ln Mailing flow	-,002	,004	-,096	-,585	,563
	Ln Detailing stock (calls)	,061	,090	,177	,675	,505
	Ln Other marketing expenditures stock	-,028	,016	-,292	-1,709	,098
	Ln Competitive global marketing expenditures stock	,287	,230	,832	1,247	,223
	Ln Average drug price per DDD	-4,367	8,707	-1,815	-,502	,620
	Ln Average competitors price per DDD	3,255	3,228	1,599	1,008	,322
	Drug age	,001	,013	,319	,102	,920
	Drug age^2	,000	,000	-2,663	-,898	,376
	Ln Drug price x Ln Detailing flow	-,821	1,042	-2,373	-,788	,437
	Laptop based materials (% of times used in calls)	,199	,255	,134	,782	,441
	Quarter 2 (dummy)	,060	,034	,448	1,800	,082
	Quarter 3 (dummy)	,138	,055	1,026	2,539	,017
	Quarter 4 (dummy)	,164	,070	1,217	2,342	,026
	Year 2013 (dummy)	,120	,078	,892	1,546	,133
	Year 2015 (dummy)	,168	,082	1,246	2,042	,050
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563

	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,076	-,406	,688	-,076
	Ln Competitive global marketing expenditures flow	,109	,441	,662	,083
	Ipad / Tablet (% of times used in calls)	-,004	-,030	,976	-,006
	Printed material (% of times used in calls)	-,003	-,019	,985	-,004
	Very useful (% of calls)	,055	,387	,701	,073
	Increase / Will begin to prescribe (% of calls)	-,016	-,109	,914	-,021
	Ln Avg number of products presented during the calls	-,073	-,407	,687	-,077
	Year 2014 (dummy)	,644	,314	,756	,059

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,399
	Ln Competitive global marketing expenditures flow	,232
	Ipad / Tablet (% of times used in calls)	,772
	Printed material (% of times used in calls)	,452
	Very useful (% of calls)	,704
	Increase / Will begin to prescribe (% of calls)	,643
	Ln Avg number of products presented during the calls	,436
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,771	,594	,364	,047073494	,594	2,586
2	,784	,614	,136	,054884793	,020	,119

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,011
2	9	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,097	17	,006	2,586	,011
	Residual	,066	30	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,039	4,377		2,979	,006
	Ln Sales in DDDs lagged one period	-,396	,153	-,386	-2,584	,015
	Ln Detailing flow (calls)	,316	,297	1,770	1,065	,296
	Ln Journal advertising flow	,003	,002	,192	1,249	,221
	Ln Mailing flow	-,002	,004	-,081	-,505	,617
	Ln Detailing stock (calls)	,037	,084	,107	,439	,664
	Ln Other marketing expenditures stock	-,024	,015	-,253	-1,560	,129
	Ln Competitive global marketing expenditures stock	,334	,221	,968	1,513	,141

	Ln Average drug price per DDD	-2,273	8,231	-,945	-,276	,784
	Ln Average competitors price per DDD	2,322	2,980	1,140	,779	,442
	Drug age	,001	,013	,142	,046	,964
	Drug age^2	-8,178E-5	,000	-2,012	-,712	,482
	Ln Drug price x Ln Detailing flow	-,891	1,031	-2,575	-,864	,395
	Quarter 2 (dummy)	,055	,033	,407	1,684	,103
	Quarter 3 (dummy)	,121	,049	,895	2,450	,020
	Quarter 4 (dummy)	,145	,065	1,072	2,223	,034
	Year 2013 (dummy)	,106	,075	,787	1,411	,169
	Year 2015 (dummy)	,152	,079	1,125	1,919	,065
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,090	-,482	,633	-,089
	Ln Competitive global marketing expenditures flow	,143	,599	,554	,111
	Ipad / Tablet (% of times used in calls)	-,007	-,050	,961	-,009
	Laptop based materials (% of times used in calls)	,134	,782	,441	,144
	Printed material (% of times used in calls)	,005	,027	,978	,005
	Very useful (% of calls)	,059	,421	,677	,078
	Increase / Will begin to prescribe (% of calls)	-,028	-,188	,852	-,035
	Ln Avg number of products presented during the calls	-,060	-,335	,740	-,062
	Year 2014 (dummy)	,534	,263	,795	,049

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,403
	Ln Competitive global marketing expenditures flow	,243
	Ipad / Tablet (% of times used in calls)	,773
	Laptop based materials (% of times used in calls)	,464
	Printed material (% of times used in calls)	,454
	Very useful (% of calls)	,705
	Increase / Will begin to prescribe (% of calls)	,650
	Ln Avg number of products presented during the calls	,440
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,766	,588	,375	,046697334	,588	2,760
2	,784	,614	,136	,054884793	,026	,144

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,008
2	10	21	,998

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,096	16	,006	2,760	,008
	Residual	,068	31	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13,454	4,303		3,126	,004
	Ln Sales in DDDs lagged one period	-,407	,151	-,397	-2,687	,011
	Ln Detailing flow (calls)	,321	,295	1,796	1,089	,284
	Ln Journal advertising flow	,002	,002	,162	1,104	,278
	Ln Mailing flow	-,001	,003	-,043	-,287	,776
	Ln Detailing stock (calls)	,029	,083	,085	,353	,727
	Ln Other marketing expenditures stock	-,020	,014	-,207	-1,402	,171
	Ln Competitive global marketing expenditures stock	,321	,218	,929	1,469	,152
	Ln Average drug price per DDD	-,664	7,851	-,276	-,085	,933
	Ln Average competitors price per DDD	1,164	2,477	,572	,470	,642
	Drug age	-,007	,008	-1,658	-,925	,362
	Ln Drug price x Ln Detailing flow	-,919	1,022	-2,655	-,899	,376
	Quarter 2 (dummy)	,045	,029	,334	1,538	,134
	Quarter 3 (dummy)	,105	,044	,776	2,407	,022
	Quarter 4 (dummy)	,128	,060	,947	2,125	,042
	Year 2013 (dummy)	,100	,074	,739	1,345	,188
	Year 2015 (dummy)	,124	,068	,916	1,820	,078
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911

	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,104	-,573	,571	-,104
	Ln Competitive global marketing expenditures flow	,149	,631	,533	,114
	Drug age^2	-2,012	-,712	,482	-,129
	Ipad / Tablet (% of times used in calls)	,008	,057	,955	,010
	Laptop based materials (% of times used in calls)	,091	,554	,584	,101
	Printed material (% of times used in calls)	,043	,266	,792	,049
	Very useful (% of calls)	,079	,589	,560	,107
	Increase / Will begin to prescribe (% of calls)	-,019	-,131	,896	-,024
	Ln Avg number of products presented during the calls	-,036	-,206	,838	-,038
	Year 2014 (dummy)	,774	,391	,698	,071

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,409
	Ln Competitive global marketing expenditures flow	,243
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,791
	Laptop based materials (% of times used in calls)	,504
	Printed material (% of times used in calls)	,513
	Very useful (% of calls)	,752
	Increase / Will begin to prescribe (% of calls)	,654
	Ln Avg number of products presented during the calls	,455
	Year 2014 (dummy)	,003

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,765	,585	,390	,046125264	,585	3,002
2	,784	,614	,136	,054884793	,029	,146

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,004
2	11	21	,999

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,096	15	,006	3,002	,004
	Residual	,068	32	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,404	4,249		3,154	,003
	Ln Sales in DDDs lagged one period	-,393	,147	-,383	-2,679	,012
	Ln Detailing flow (calls)	,278	,277	1,555	1,005	,323
	Ln Journal advertising flow	,002	,002	,151	1,057	,298
	Ln Mailing flow	-,002	,003	-,068	-,488	,629
	Ln Detailing stock (calls)	,029	,082	,085	,357	,723
	Ln Other marketing expenditures stock	-,021	,014	-,216	-1,495	,145

	Ln Competitive global marketing expenditures stock	,302	,212	,874	1,423	,164
	Ln Average drug price per DDD	,743	7,168	,309	,104	,918
	Drug age	-,005	,006	-1,242	-,806	,426
	Ln Drug price x Ln Detailing flow	-,767	,959	-2,218	-,801	,429
	Quarter 2 (dummy)	,037	,024	,277	1,557	,129
	Quarter 3 (dummy)	,091	,032	,674	2,864	,007
	Quarter 4 (dummy)	,108	,043	,802	2,537	,016
	Year 2013 (dummy)	,069	,035	,512	1,981	,056
	Year 2015 (dummy)	,110	,061	,816	1,810	,080
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,119	-,701	,489	-,125
	Ln Competitive global marketing expenditures flow	,164	,719	,477	,128
	Ln Average competitors price per DDD	,572	,470	,642	,084
	Drug age^2	-,809	-,344	,733	-,062
	Ipad / Tablet (% of times used in calls)	,015	,118	,907	,021
	Laptop based materials (% of times used in calls)	,065	,416	,680	,075
	Printed material (% of times used in calls)	,020	,129	,898	,023
	Very useful (% of calls)	,080	,602	,551	,108
	Increase / Will begin to prescribe (% of calls)	-,006	-,045	,964	-,008
	Ln Avg number of products presented during the calls	,000	-,002	,999	,000
	Year 2014 (dummy)	,979	,535	,596	,096

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,454
	Ln Competitive global marketing expenditures flow	,253
	Ln Average competitors price per DDD	,009
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,804
	Laptop based materials (% of times used in calls)	,541
	Printed material (% of times used in calls)	,555
	Very useful (% of calls)	,752
	Increase / Will begin to prescribe (% of calls)	,677
	Ln Avg number of products presented during the calls	,543
	Year 2014 (dummy)	,004

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,747	,558	,371	,046836875	,558	2,979
2	,784	,614	,136	,054884793	,056	,253

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,005
2	12	21	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,091	14	,007	2,979	,005
	Residual	,072	33	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,794	2,969		5,993	,000
	Ln Sales in DDDs lagged one period	-,375	,149	-,366	-2,526	,017
	Ln Detailing flow (calls)	,240	,280	1,346	,860	,396
	Ln Journal advertising flow	,002	,002	,166	1,149	,259
	Ln Mailing flow	-,001	,003	-,025	-,181	,857
	Ln Detailing stock (calls)	,079	,076	,227	1,039	,306
	Ln Other marketing expenditures stock	-,015	,013	-,158	-1,119	,271
	Ln Average drug price per DDD	-,785	7,197	-,326	-,109	,914
	Drug age	-,011	,005	-2,520	-1,985	,056
	Ln Drug price x Ln Detailing flow	-,654	,970	-1,890	-,674	,505
	Quarter 2 (dummy)	,054	,021	,399	2,525	,017
	Quarter 3 (dummy)	,110	,029	,818	3,790	,001
	Quarter 4 (dummy)	,136	,038	1,011	3,557	,001
	Year 2013 (dummy)	,083	,034	,618	2,459	,019
	Year 2015 (dummy)	,121	,061	,899	1,980	,056
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424

	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,130	-,752	,458	-,132
	Ln Competitive global marketing expenditures flow	,090	,395	,695	,070
	Ln Competitive global marketing expenditures stock	,874	1,423	,164	,244
	Ln Average competitors price per DDD	,241	,198	,844	,035
	Drug age^2	-,906	-,380	,707	-,067
	Ipad / Tablet (% of times used in calls)	,022	,168	,868	,030
	Laptop based materials (% of times used in calls)	,124	,829	,413	,145
	Printed material (% of times used in calls)	-,037	-,247	,807	-,044
	Very useful (% of calls)	,053	,397	,694	,070
	Increase / Will begin to prescribe (% of calls)	,011	,074	,941	,013
	Ln Avg number of products presented during the calls	-,039	-,249	,805	-,044
	Year 2014 (dummy)	1,026	,553	,584	,097

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,455
	Ln Competitive global marketing expenditures flow	,265
	Ln Competitive global marketing expenditures stock	,034
	Ln Average competitors price per DDD	,009
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,806
	Laptop based materials (% of times used in calls)	,600
	Printed material (% of times used in calls)	,598
	Very useful (% of calls)	,767

	Increase / Will begin to prescribe (% of calls)	,682
	Ln Avg number of products presented during the calls	,561
	Year 2014 (dummy)	,004

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,736	,542	,366	,047010424	,542	3,089
2	,784	,614	,136	,054884793	,072	,303

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	13	34	,004
2	13	21	,985

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,089	13	,007	3,089	,004
	Residual	,075	34	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,873	2,979		6,000	,000
	Ln Sales in DDDs lagged one period	-,387	,149	-,377	-2,602	,014
	Ln Detailing flow (calls)	,233	,280	1,302	,829	,413
	Ln Journal advertising flow	,002	,002	,114	,829	,413
	Ln Mailing flow	-,001	,003	-,039	-,284	,778
	Ln Detailing stock (calls)	,069	,075	,199	,914	,367

	Ln Average drug price per DDD	-,673	7,223	-,280	-,093	,926
	Drug age	-,010	,005	-2,441	-1,918	,064
	Ln Drug price x Ln Detailing flow	-,644	,974	-1,860	-,661	,513
	Quarter 2 (dummy)	,048	,021	,359	2,325	,026
	Quarter 3 (dummy)	,100	,028	,744	3,608	,001
	Quarter 4 (dummy)	,136	,038	1,009	3,537	,001
	Year 2013 (dummy)	,085	,034	,632	2,510	,017
	Year 2015 (dummy)	,124	,061	,919	2,018	,051
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2015 (dummy)	,299	,516	2,218	,580	,568
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,156	-,917	,366	-,158
	Ln Competitive global marketing expenditures flow	,085	,373	,711	,065
	Ln Other marketing expenditures stock	-,158	-1,119	,271	-,191

	Ln Competitive global marketing expenditures stock	,612	1,021	,315	,175
	Ln Average competitors price per DDD	,479	,401	,691	,070
	Drug age^2	,266	,123	,903	,021
	Ipad / Tablet (% of times used in calls)	,006	,046	,963	,008
	Laptop based materials (% of times used in calls)	,066	,453	,653	,079
	Printed material (% of times used in calls)	-,035	-,232	,818	-,040
	Very useful (% of calls)	,063	,472	,640	,082
	Increase / Will begin to prescribe (% of calls)	,017	,121	,904	,021
	Ln Avg number of products presented during the calls	-,023	-,147	,884	-,026
	Year 2014 (dummy)	1,049	,564	,577	,098

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,467
	Ln Competitive global marketing expenditures flow	,265
	Ln Other marketing expenditures stock	,674
	Ln Competitive global marketing expenditures stock	,038
	Ln Average competitors price per DDD	,010
	Drug age^2	,003
	Ipad / Tablet (% of times used in calls)	,815
	Laptop based materials (% of times used in calls)	,659
	Printed material (% of times used in calls)	,598
	Very useful (% of calls)	,771
	Increase / Will begin to prescribe (% of calls)	,683
	Ln Avg number of products presented during the calls	,565
	Year 2014 (dummy)	,004

Variables Entered/Removed

Model	Variables Entered
1	Year 2013 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,698	,487	,311	,049031423	,487	2,764
2	,784	,614	,136	,054884793	,127	,495

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,009
2	14	21	,910

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,080	12	,007	2,764	,009
	Residual	,084	35	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14,228	2,471		5,758	,000
	Ln Sales in DDDs lagged one period	-,323	,152	-,315	-2,133	,040
	Ln Detailing flow (calls)	,358	,285	2,006	1,256	,217
	Ln Journal advertising flow	,002	,002	,108	,752	,457
	Ln Mailing flow	-,002	,003	-,073	-,508	,614
	Ln Detailing stock (calls)	,116	,075	,335	1,550	,130
	Ln Average drug price per DDD	5,946	6,712	2,472	,886	,382
	Drug age	-,001	,003	-,300	-,409	,685
	Ln Drug price x Ln Detailing flow	-1,008	,998	-2,911	-1,010	,320
	Quarter 2 (dummy)	,045	,022	,336	2,089	,044
	Quarter 3 (dummy)	,077	,026	,569	2,916	,006
	Quarter 4 (dummy)	,076	,026	,566	2,980	,005
	Year 2013 (dummy)	,030	,021	,221	1,431	,161
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188

	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,199	-1,137	,263	-,191
	Ln Competitive global marketing expenditures flow	,082	,345	,732	,059
	Ln Other marketing expenditures stock	-,169	-1,150	,258	-,193
	Ln Competitive global marketing expenditures stock	,740	1,198	,239	,201
	Ln Average competitors price per DDD	-,524	-,464	,646	-,079
	Drug age^2	1,339	,615	,542	,105
	Ipad / Tablet (% of times used in calls)	,015	,111	,912	,019
	Laptop based materials (% of times used in calls)	,070	,466	,644	,080
	Printed material (% of times used in calls)	,001	,007	,995	,001
	Very useful (% of calls)	,089	,639	,527	,109
	Increase / Will begin to prescribe (% of calls)	,056	,381	,706	,065
	Ln Avg number of products presented during the calls	-,070	-,436	,665	-,075
	Year 2014 (dummy)	-,609	-1,874	,070	-,306
	Year 2015 (dummy)	,919	2,018	,051	,327

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,475
	Ln Competitive global marketing expenditures flow	,265
	Ln Other marketing expenditures stock	,675
	Ln Competitive global marketing expenditures stock	,038
	Ln Average competitors price per DDD	,012
	Drug age^2	,003
	Ipad / Tablet (% of times used in calls)	,816
	Laptop based materials (% of times used in calls)	,659
	Printed material (% of times used in calls)	,607
	Very useful (% of calls)	,778

	Increase / Will begin to prescribe (% of calls)	,697
	Ln Avg number of products presented during the calls	,579
	Year 2014 (dummy)	,130
	Year 2015 (dummy)	,065

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Average drug price per DDD, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Quarter 3 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Printed material (% of times used in calls), Year 2013 (dummy), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,676	,457	,290	,049739969	,457	2,749
2	,784	,614	,136	,054884793	,157	,571

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	11	36	,011
2	15	21	,865

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,075	11	,007	2,749	,011
	Residual	,089	36	,002		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,486	2,500		5,794	,000
	Ln Sales in DDDs lagged one period	-,302	,153	-,294	-1,972	,056
	Ln Detailing flow (calls)	,234	,276	1,309	,849	,402
	Ln Journal advertising flow	,001	,002	,083	,577	,568
	Ln Mailing flow	-,002	,003	-,086	-,595	,555

	Ln Detailing stock (calls)	,112	,076	,324	1,476	,149
	Ln Average drug price per DDD	3,972	6,664	1,651	,596	,555
	Drug age	,000	,003	,035	,050	,960
	Ln Drug price x Ln Detailing flow	-,576	,965	-1,664	-,597	,554
	Quarter 2 (dummy)	,045	,022	,335	2,053	,047
	Quarter 3 (dummy)	,073	,027	,540	2,743	,009
	Quarter 4 (dummy)	,069	,025	,511	2,707	,010
2	(Constant)	14,986	7,296		2,054	,053
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,183	-1,030	,310	-,171
	Ln Competitive global marketing expenditures flow	,160	,687	,497	,115
	Ln Other marketing expenditures stock	-,176	-1,181	,246	-,196

	Ln Competitive global marketing expenditures stock	,926	1,568	,126	,256
	Ln Average competitors price per DDD	-,654	-1,505	,141	-,247
	Drug age^2	-1,012	-,859	,396	-,144
	Ipad / Tablet (% of times used in calls)	,016	,119	,906	,020
	Laptop based materials (% of times used in calls)	,115	,776	,443	,130
	Printed material (% of times used in calls)	,033	,207	,837	,035
	Very useful (% of calls)	,079	,562	,578	,095
	Increase / Will begin to prescribe (% of calls)	,058	,388	,700	,065
	Ln Avg number of products presented during the calls	-,093	-,574	,570	-,097
	Year 2013 (dummy)	,221	1,431	,161	,235
	Year 2014 (dummy)	-,365	-1,155	,256	-,192
	Year 2015 (dummy)	-,006	-,021	,983	-,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,477
	Ln Competitive global marketing expenditures flow	,283
	Ln Other marketing expenditures stock	,676
	Ln Competitive global marketing expenditures stock	,042
	Ln Average competitors price per DDD	,077
	Drug age^2	,011
	Ipad / Tablet (% of times used in calls)	,816
	Laptop based materials (% of times used in calls)	,697
	Printed material (% of times used in calls)	,620
	Very useful (% of calls)	,780
	Increase / Will begin to prescribe (% of calls)	,697
	Ln Avg number of products presented during the calls	,586
	Year 2013 (dummy)	,617
	Year 2014 (dummy)	,149
	Year 2015 (dummy)	,189

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Average drug price per DDD, Ln Journal advertising flow, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Quarter 3 (dummy), Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Year 2013 (dummy), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,631	,398	,235	,051644951	,398	2,444
2	,784	,614	,136	,054884793	,216	,735

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,024
2	16	21	,732

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,065	10	,007	2,444	,024
	Residual	,099	37	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,170	1,921		5,814	,000
	Ln Detailing flow (calls)	,177	,285	,992	,622	,537
	Ln Journal advertising flow	,001	,002	,081	,540	,592
	Ln Mailing flow	-,004	,003	-,178	-1,254	,218
	Ln Detailing stock (calls)	,065	,075	,188	,871	,390
	Ln Average drug price per DDD	2,969	6,899	1,234	,430	,669
	Drug age	,001	,003	,161	,221	,826
	Ln Drug price x Ln Detailing flow	-,376	,996	-1,086	-,377	,708
	Quarter 2 (dummy)	,038	,023	,281	1,684	,101
	Quarter 3 (dummy)	,059	,027	,438	2,221	,033
	Quarter 4 (dummy)	,058	,026	,427	2,237	,031
2	(Constant)	14,986	7,296		2,054	,053
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763

	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,294	-1,972	,056	-,312
	Ln Sales in DDDs lagged two periods	-,008	-,048	,962	-,008
	Ln Competitive global marketing expenditures flow	,238	1,012	,319	,166
	Ln Other marketing expenditures stock	-,193	-1,255	,218	-,205
	Ln Competitive global marketing expenditures stock	,724	1,178	,246	,193
	Ln Average competitors price per DDD	-,590	-1,302	,201	-,212
	Drug age^2	-1,061	-,868	,391	-,143
	Ipad / Tablet (% of times used in calls)	,034	,235	,815	,039
	Laptop based materials (% of times used in calls)	,021	,144	,887	,024
	Printed material (% of times used in calls)	,084	,521	,606	,087
	Very useful (% of calls)	,087	,594	,556	,099
	Increase / Will begin to prescribe (% of calls)	,056	,360	,721	,060
	Ln Avg number of products presented during the calls	-,017	-,105	,917	-,018
	Year 2013 (dummy)	,188	1,169	,250	,191
	Year 2014 (dummy)	-,271	-,827	,414	-,137
	Year 2015 (dummy)	-,032	-,109	,914	-,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,679
	Ln Sales in DDDs lagged two periods	,593
	Ln Competitive global marketing expenditures flow	,293
	Ln Other marketing expenditures stock	,678
	Ln Competitive global marketing expenditures stock	,043
	Ln Average competitors price per DDD	,078
	Drug age^2	,011
	Ipad / Tablet (% of times used in calls)	,820
	Laptop based materials (% of times used in calls)	,766
	Printed material (% of times used in calls)	,639
	Very useful (% of calls)	,780
	Increase / Will begin to prescribe (% of calls)	,697
	Ln Avg number of products presented during the calls	,618
	Year 2013 (dummy)	,623
	Year 2014 (dummy)	,152
	Year 2015 (dummy)	,189

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Average drug price per DDD, Ln Journal advertising flow, Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,593	,352	,198	,052877961	,352	2,290
2	,784	,614	,136	,054884793	,262	,840

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	38	,036
2	17	21	,639

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,058	9	,006	2,290	,036
	Residual	,106	38	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,560	1,953		5,919	,000
	Ln Detailing flow (calls)	,117	,289	,657	,406	,687
	Ln Journal advertising flow	,000	,002	,021	,143	,887
	Ln Mailing flow	-,004	,003	-,191	-1,310	,198
	Ln Detailing stock (calls)	,091	,075	,262	1,211	,234
	Ln Average drug price per DDD	1,284	6,989	,534	,184	,855
	Drug age	,000	,003	-,038	-,052	,959
	Ln Drug price x Ln Detailing flow	-,186	1,014	-,538	-,184	,855
	Quarter 3 (dummy)	,042	,025	,313	1,673	,102
	Quarter 4 (dummy)	,044	,025	,324	1,750	,088
2	(Constant)	14,986	7,296		2,054	,053
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460
	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,243	-1,586	,121	-,252
	Ln Sales in DDDs lagged two periods	-,076	-,461	,648	-,076
	Ln Competitive global marketing expenditures flow	,269	1,123	,269	,182
	Ln Other marketing expenditures stock	-,121	-,784	,438	-,128
	Ln Competitive global marketing expenditures stock	,992	1,886	,067	,296
	Ln Average competitors price per DDD	-,760	-1,746	,089	-,276
	Drug age^2	-1,061	-,848	,402	-,138
	Ipad / Tablet (% of times used in calls)	,001	,007	,994	,001
	Laptop based materials (% of times used in calls)	,094	,659	,514	,108
	Printed material (% of times used in calls)	,117	,715	,479	,117
	Very useful (% of calls)	,057	,385	,703	,063
	Increase / Will begin to prescribe (% of calls)	,032	,200	,843	,033
	Ln Avg number of products presented during the calls	,022	,130	,897	,021
	Quarter 2 (dummy)	,281	1,684	,101	,267
	Year 2013 (dummy)	,191	1,161	,253	,187
	Year 2014 (dummy)	-,366	-1,118	,271	-,181
	Year 2015 (dummy)	-,049	-,160	,874	-,026

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,699
	Ln Sales in DDDs lagged two periods	,634
	Ln Competitive global marketing expenditures flow	,295
	Ln Other marketing expenditures stock	,719
	Ln Competitive global marketing expenditures stock	,058
	Ln Average competitors price per DDD	,086
	Drug age^2	,011
	Ipad / Tablet (% of times used in calls)	,835
	Laptop based materials (% of times used in calls)	,854
	Printed material (% of times used in calls)	,649
	Very useful (% of calls)	,791
	Increase / Will begin to prescribe (% of calls)	,703
	Ln Avg number of products presented during the calls	,631
	Quarter 2 (dummy)	,584
	Year 2013 (dummy)	,623
	Year 2014 (dummy)	,158
	Year 2015 (dummy)	,189

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Average drug price per DDD, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,551	,304	,161	,054084344	,304	2,128
2	,784	,614	,136	,054884793	,310	,937

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,056
2	18	21	,551

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,050	8	,006	2,128	,056
	Residual	,114	39	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,301	1,991		5,676	,000
	Ln Detailing flow (calls)	,153	,295	,857	,519	,607
	Ln Journal advertising flow	,001	,002	,057	,380	,706
	Ln Mailing flow	-,004	,003	-,201	-1,352	,184
	Ln Detailing stock (calls)	,029	,067	,084	,433	,667
	Ln Average drug price per DDD	3,930	6,963	1,634	,564	,576
	Drug age	,003	,003	,657	1,058	,297
	Ln Drug price x Ln Detailing flow	-,395	1,029	-1,143	-,384	,703
	Quarter 4 (dummy)	,021	,021	,155	,978	,334
2	(Constant)	14,986	7,296		2,054	,053
	Ln Detailing flow (calls)	,344	,458	1,926	,752	,460

	Ln Journal advertising flow	,003	,003	,208	,865	,397
	Ln Mailing flow	-,002	,004	-,085	-,445	,661
	Ln Detailing stock (calls)	,099	,147	,287	,678	,505
	Ln Average drug price per DDD	-1,487	13,095	-,618	-,114	,911
	Drug age	-,002	,020	-,470	-,097	,923
	Ln Drug price x Ln Detailing flow	-,986	1,579	-2,849	-,624	,539
	Quarter 4 (dummy)	,191	,136	1,412	1,399	,176
	Ln Sales in DDDs lagged one period	-,474	,227	-,462	-2,090	,049
	Ln Sales in DDDs lagged two periods	-,080	,263	-,080	-,305	,763
	Ln Competitive global marketing expenditures flow	,022	,075	,090	,294	,771
	Ln Other marketing expenditures stock	-,027	,020	-,282	-1,362	,188
	Ln Competitive global marketing expenditures stock	,275	,314	,796	,876	,391
	Ln Average competitors price per DDD	2,608	4,705	1,281	,554	,585
	Drug age^2	-9,780E-5	,000	-2,406	-,588	,563
	Ipad / Tablet (% of times used in calls)	,004	,107	,006	,039	,969
	Laptop based materials (% of times used in calls)	,182	,308	,123	,592	,560
	Printed material (% of times used in calls)	-,011	,091	-,030	-,117	,908
	Very useful (% of calls)	,027	,111	,046	,241	,812
	Increase / Will begin to prescribe (% of calls)	-,012	,088	-,026	-,139	,891
	Ln Avg number of products presented during the calls	-,050	,121	-,086	-,412	,684
	Quarter 2 (dummy)	,070	,065	,517	1,073	,296
	Quarter 3 (dummy)	,163	,099	1,206	1,643	,115
	Year 2013 (dummy)	,149	,183	1,105	,816	,424
	Year 2014 (dummy)	,107	,370	,792	,289	,775
	Year 2015 (dummy)	,299	,516	2,218	,580	,568

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,176	-1,134	,264	-,181	,733
	Ln Sales in DDDs lagged two periods	,032	,203	,840	,033	,743
	Ln Competitive global marketing expenditures flow	,189	,780	,440	,125	,305
	Ln Other marketing expenditures stock	-,032	-,211	,834	-,034	,800
	Ln Competitive global marketing expenditures stock	1,165	2,325	,026	,353	,064
	Ln Average competitors price per DDD	-,874	-2,030	,049	-,313	,089
	Drug age^2	-1,082	-,845	,404	-,136	,011
	Ipad / Tablet (% of times used in calls)	,017	,118	,907	,019	,839
	Laptop based materials (% of times used in calls)	,080	,548	,587	,088	,857

	Printed material (% of times used in calls)	,161	,989	,329	,158	,672
	Very useful (% of calls)	-,004	-,027	,979	-,004	,841
	Increase / Will begin to prescribe (% of calls)	-,009	-,059	,954	-,009	,720
	Ln Avg number of products presented during the calls	,047	,275	,785	,044	,637
	Quarter 2 (dummy)	,142	,872	,389	,140	,680
	Quarter 3 (dummy)	,313	1,673	,102	,262	,488
	Year 2013 (dummy)	,164	,975	,336	,156	,628
	Year 2014 (dummy)	-,312	-,931	,358	-,149	,160
	Year 2015 (dummy)	-,137	-,448	,657	-,072	,196

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,536	,287	,162	,054055266	,287	2,298
2	,784	,614	,136	,054884793	,327	,937

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	7	40	,046
2	19	21	,554

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,047	7	,007	2,298	,046
	Residual	,117	40	,003		
	Total	,164	47			
2	Regression	,101	26	,004	1,285	,281
	Residual	,063	21	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	11,202	1,987		5,636
	Ln Detailing flow (calls)	,154	,295	,860	,521
	Ln Journal advertising flow	,001	,002	,078	,524
	Ln Mailing flow	-,004	,003	-,200	-1,343
	Ln Detailing stock (calls)	,012	,064	,034	,184
	Ln Average drug price per DDD	4,436	6,940	1,844	,639
	Drug age	,004	,002	,945	1,727
	Ln Drug price x Ln Detailing flow	-,385	1,028	-1,113	-,375

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,605
	Ln Journal advertising flow	,604
	Ln Mailing flow	,187
	Ln Detailing stock (calls)	,855
	Ln Average drug price per DDD	,526
	Drug age	,092
	Ln Drug price x Ln Detailing flow	,710

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,164	-1,057	,297	-,167	,737
	Ln Sales in DDDs lagged two periods	,025	,158	,876	,025	,745
	Ln Competitive global marketing expenditures flow	,102	,440	,662	,070	,337
	Ln Other marketing expenditures stock	-,059	-,399	,692	-,064	,832
	Ln Competitive global marketing expenditures stock	1,219	2,525	,016	,375	,067
	Ln Average competitors price per DDD	-,904	-2,113	,041	-,320	,090
	Drug age^2	-1,181	-,928	,359	-,147	,011
	Ipad / Tablet (% of times used in calls)	,009	,060	,953	,010	,842
	Laptop based materials (% of times used in calls)	,074	,510	,613	,081	,859
	Printed material (% of times used in calls)	,173	1,068	,292	,169	,676
	Very useful (% of calls)	-,009	-,058	,954	-,009	,841
	Increase / Will begin to prescribe (% of calls)	-,016	-,099	,922	-,016	,721
	Ln Avg number of products presented during the calls	,026	,153	,879	,024	,646
	Quarter 2 (dummy)	,119	,738	,465	,117	,692
	Quarter 3 (dummy)	,135	,837	,407	,133	,693
	Quarter 4 (dummy)	,155	,978	,334	,155	,708
	Year 2013 (dummy)	,130	,781	,439	,124	,649
	Year 2014 (dummy)	-,071	-,251	,803	-,040	,226
	Year 2015 (dummy)	-,230	-,871	,389	-,138	,257

10.9. Product HE1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,970	,941	,873	,040414967	,941	13,968

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071

	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,970	,941	,879	,039526896	,941	15,211
2	,970	,941	,873	,040414967	,000	,000

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	24	23	,000
2	1	22	,986

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	24	,024	15,211	,000
	Residual	,036	23	,002		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,273	4,699		6,442	,000
	Ln Sales in DDDs lagged one period	-,721	,163	-,713	-4,423	,000
	Ln Sales in DDDs lagged two periods	-,298	,203	-,308	-1,468	,156
	Ln Detailing flow (calls)	,039	,024	,230	1,607	,122
	Ln Journal advertising flow	-,003	,003	-,068	-1,008	,324
	Ln Mailing flow	-,006	,005	-,097	-1,249	,224
	Ln Competitive global marketing expenditures flow	-,073	,034	-,212	-2,118	,045
	Ln Detailing stock (calls)	,087	,044	,432	1,961	,062
	Ln Other marketing expenditures stock	,011	,010	,121	1,081	,291
	Ln Competitive global marketing expenditures stock	,040	,050	,071	,804	,429
	Ln Average drug price per DDD	3,071	2,878	,727	1,067	,297
	Ln Average competitors price per DDD	,153	,255	,099	,600	,554
	Drug age	,025	,023	3,034	1,088	,288
	Drug age^2	,000	,000	-3,216	-1,392	,177
	Ipad / Tablet (% of times used in calls)	,097	,132	,065	,736	,469
	Laptop based materials (% of times used in calls)	,176	,180	,074	,976	,339
	Printed material (% of times used in calls)	,047	,062	,063	,768	,450
	Very useful (% of calls)	-,071	,076	-,086	-,938	,358
	Ln Avg number of products presented during the calls	,090	,072	,116	1,247	,225
	Quarter 2 (dummy)	,095	,040	,365	2,362	,027
	Quarter 3 (dummy)	,162	,060	,623	2,691	,013
	Quarter 4 (dummy)	,236	,091	,908	2,581	,017
	Year 2013 (dummy)	,246	,127	,948	1,936	,065
	Year 2014 (dummy)	,594	,244	2,290	2,432	,023
	Year 2015 (dummy)	,921	,368	3,549	2,503	,020
2	(Constant)	30,257	4,880		6,201	,000

	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,001	,018	,986	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,573

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,969	,940	,882	,038996576	,940	16,291
2	,970	,941	,873	,040414967	,001	,172

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	2	22	,843

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,570	23	,025	16,291	,000
	Residual	,036	24	,002		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,298	4,351		6,734	,000
	Ln Sales in DDDs lagged one period	-,713	,160	-,706	-4,450	,000
	Ln Sales in DDDs lagged two periods	-,283	,199	-,293	-1,425	,167
	Ln Detailing flow (calls)	,033	,022	,197	1,511	,144
	Ln Journal advertising flow	-,003	,003	-,063	-,949	,352
	Ln Mailing flow	-,006	,005	-,095	-1,248	,224
	Ln Competitive global marketing expenditures flow	-,065	,031	-,189	-2,075	,049
	Ln Detailing stock (calls)	,080	,042	,400	1,897	,070
	Ln Other marketing expenditures stock	,008	,009	,095	,931	,361

	Ln Competitive global marketing expenditures stock	,034	,049	,061	,710	,485
	Ln Average drug price per DDD	2,166	2,419	,513	,896	,379
	Drug age	,022	,022	2,682	,997	,329
	Drug age^2	,000	,000	-3,035	-1,343	,192
	Ipad / Tablet (% of times used in calls)	,088	,129	,059	,684	,501
	Laptop based materials (% of times used in calls)	,151	,173	,063	,873	,392
	Printed material (% of times used in calls)	,034	,057	,046	,603	,552
	Very useful (% of calls)	-,063	,073	-,076	-,857	,400
	Ln Avg number of products presented during the calls	,081	,070	,105	1,167	,255
	Quarter 2 (dummy)	,087	,038	,336	2,321	,029
	Quarter 3 (dummy)	,154	,058	,594	2,659	,014
	Quarter 4 (dummy)	,228	,089	,878	2,556	,017
	Year 2013 (dummy)	,241	,125	,929	1,927	,066
	Year 2014 (dummy)	,569	,238	2,193	2,396	,025
	Year 2015 (dummy)	,876	,355	3,373	2,465	,021
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,099	,600	,554	,124
	Increase / Will begin to prescribe (% of calls)	,006	,087	,932	,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,094
	Increase / Will begin to prescribe (% of calls)	,581

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,969	,939	,885	,038497081	,939	17,460
2	,970	,941	,873	,040414967	,002	,228

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	3	22	,876

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,569	22	,026	17,460	,000
	Residual	,037	25	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,054	4,113		7,308	,000
	Ln Sales in DDDs lagged one period	-,742	,151	-,734	-4,907	,000
	Ln Sales in DDDs lagged two periods	-,309	,192	-,319	-1,609	,120
	Ln Detailing flow (calls)	,035	,022	,205	1,604	,121
	Ln Journal advertising flow	-,002	,003	-,051	-,816	,422
	Ln Mailing flow	-,006	,005	-,092	-1,219	,234
	Ln Competitive global marketing expenditures flow	-,065	,031	-,188	-2,094	,047
	Ln Detailing stock (calls)	,086	,041	,429	2,114	,045
	Ln Other marketing expenditures stock	,008	,009	,096	,956	,348
	Ln Competitive global marketing expenditures stock	,029	,047	,052	,622	,540
	Ln Average drug price per DDD	2,340	2,371	,554	,987	,333
	Drug age	,027	,020	3,267	1,319	,199
	Drug age^2	,000	,000	-3,565	-1,735	,095
	Ipad / Tablet (% of times used in calls)	,105	,125	,071	,843	,407
	Laptop based materials (% of times used in calls)	,142	,170	,059	,834	,412
	Very useful (% of calls)	-,070	,072	-,085	-,979	,337
	Ln Avg number of products presented during the calls	,081	,069	,104	1,170	,253
	Quarter 2 (dummy)	,092	,036	,353	2,522	,018
	Quarter 3 (dummy)	,158	,057	,607	2,769	,010
	Quarter 4 (dummy)	,234	,088	,900	2,670	,013
	Year 2013 (dummy)	,239	,123	,920	1,933	,065
	Year 2014 (dummy)	,575	,234	2,217	2,456	,021
	Year 2015 (dummy)	,891	,350	3,433	2,547	,017
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302

	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,055	,355	,726	,072
	Printed material (% of times used in calls)	,046	,603	,552	,122
	Increase / Will begin to prescribe (% of calls)	,002	,023	,982	,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,107
	Printed material (% of times used in calls)	,436
	Increase / Will begin to prescribe (% of calls)	,587

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,968	,938	,888	,038040155	,938	18,714
2	,970	,941	,873	,040414967	,003	,259

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	4	22	,901

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,569	21	,027	18,714	,000
	Residual	,038	26	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,400	4,026		7,550	,000
	Ln Sales in DDDs lagged one period	-,759	,147	-,752	-5,172	,000
	Ln Sales in DDDs lagged two periods	-,331	,186	-,342	-1,776	,087
	Ln Detailing flow (calls)	,033	,021	,195	1,556	,132
	Ln Journal advertising flow	-,002	,003	-,049	-,794	,434
	Ln Mailing flow	-,005	,005	-,082	-1,126	,270
	Ln Competitive global marketing expenditures flow	-,061	,030	-,178	-2,040	,052
	Ln Detailing stock (calls)	,086	,040	,427	2,127	,043
	Ln Other marketing expenditures stock	,008	,009	,095	,956	,348
	Ln Average drug price per DDD	1,691	2,103	,400	,804	,429
	Drug age	,029	,019	3,633	1,528	,139
	Drug age^2	,000	,000	-4,038	-2,140	,042
	Ipad / Tablet (% of times used in calls)	,098	,123	,066	,798	,432
	Laptop based materials (% of times used in calls)	,136	,168	,057	,812	,424
	Very useful (% of calls)	-,074	,070	-,090	-1,055	,301
	Ln Avg number of products presented during the calls	,073	,067	,094	1,087	,287
	Quarter 2 (dummy)	,095	,035	,367	2,685	,012

	Quarter 3 (dummy)	,160	,056	,618	2,858	,008
	Quarter 4 (dummy)	,234	,086	,902	2,709	,012
	Year 2013 (dummy)	,244	,122	,940	2,004	,056
	Year 2014 (dummy)	,575	,231	2,215	2,483	,020
	Year 2015 (dummy)	,886	,346	3,413	2,564	,016
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,052	,622	,540	,123
	Ln Average competitors price per DDD	,042	,278	,784	,055
	Printed material (% of times used in calls)	,036	,492	,627	,098
	Increase / Will begin to prescribe (% of calls)	-,006	-,091	,928	-,018

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,353
	Ln Average competitors price per DDD	,109
	Printed material (% of times used in calls)	,450
	Increase / Will begin to prescribe (% of calls)	,608

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,968	,936	,889	,037783587	,936	19,886
2	,970	,941	,873	,040414967	,004	,320

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	5	22	,896

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,568	20	,028	19,886	,000
	Residual	,039	27	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,221	3,993		7,568	,000
	Ln Sales in DDDs lagged one period	-,769	,145	-,761	-5,291	,000
	Ln Sales in DDDs lagged two periods	-,310	,183	-,320	-1,690	,102
	Ln Detailing flow (calls)	,031	,021	,185	1,494	,147
	Ln Journal advertising flow	-,002	,003	-,046	-,754	,457
	Ln Mailing flow	-,005	,005	-,082	-1,137	,265
	Ln Competitive global marketing expenditures flow	-,060	,030	-,174	-2,016	,054
	Ln Detailing stock (calls)	,087	,040	,433	2,175	,039
	Ln Other marketing expenditures stock	,010	,009	,109	1,120	,273
	Ln Average drug price per DDD	1,604	2,086	,380	,769	,449
	Drug age	,028	,019	3,394	1,449	,159
	Drug age^2	,000	,000	-3,801	-2,054	,050
	Laptop based materials (% of times used in calls)	,105	,162	,044	,647	,523
	Very useful (% of calls)	-,058	,067	-,070	-,868	,393
	Ln Avg number of products presented during the calls	,058	,064	,074	,907	,372
	Quarter 2 (dummy)	,094	,035	,364	2,684	,012
	Quarter 3 (dummy)	,161	,056	,619	2,884	,008
	Quarter 4 (dummy)	,231	,086	,892	2,697	,012
	Year 2013 (dummy)	,242	,121	,933	2,003	,055
	Year 2014 (dummy)	,575	,230	2,215	2,501	,019
	Year 2015 (dummy)	,887	,343	3,418	2,585	,015
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023

	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,045	,549	,588	,107
	Ln Average competitors price per DDD	,021	,144	,887	,028
	Ipad / Tablet (% of times used in calls)	,066	,798	,432	,155
	Printed material (% of times used in calls)	,047	,665	,512	,129
	Increase / Will begin to prescribe (% of calls)	-,011	-,179	,859	-,035

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,356
	Ln Average competitors price per DDD	,112
	Ipad / Tablet (% of times used in calls)	,352
	Printed material (% of times used in calls)	,474
	Increase / Will begin to prescribe (% of calls)	,616

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,967	,935	,892	,037389641	,935	21,353
2	,970	,941	,873	,040414967	,005	,327

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	6	22	,915

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,567	19	,030	21,353	,000
	Residual	,039	28	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,519	3,925		7,775	,000
	Ln Sales in DDDs lagged one period	-,794	,139	-,786	-5,725	,000
	Ln Sales in DDDs lagged two periods	-,297	,180	-,307	-1,650	,110
	Ln Detailing flow (calls)	,031	,021	,184	1,503	,144
	Ln Journal advertising flow	-,002	,003	-,046	-,762	,453
	Ln Mailing flow	-,006	,005	-,086	-1,215	,235
	Ln Competitive global marketing expenditures flow	-,064	,029	-,185	-2,202	,036
	Ln Detailing stock (calls)	,078	,037	,390	2,100	,045
	Ln Other marketing expenditures stock	,010	,008	,114	1,198	,241
	Ln Average drug price per DDD	1,547	2,063	,366	,750	,459
	Drug age	,026	,019	3,251	1,409	,170
	Drug age^2	,000	,000	-3,608	-1,996	,056
	Very useful (% of calls)	-,047	,064	-,057	-,737	,467
	Ln Avg number of products presented during the calls	,050	,062	,064	,805	,427
	Quarter 2 (dummy)	,091	,034	,349	2,640	,013
	Quarter 3 (dummy)	,154	,054	,593	2,842	,008
	Quarter 4 (dummy)	,224	,084	,865	2,665	,013
	Year 2013 (dummy)	,238	,119	,916	1,992	,056
	Year 2014 (dummy)	,565	,227	2,175	2,488	,019
	Year 2015 (dummy)	,859	,337	3,309	2,550	,017
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191

	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,043	,534	,598	,102
	Ln Average competitors price per DDD	,007	,051	,960	,010
	Ipad / Tablet (% of times used in calls)	,050	,630	,534	,120
	Laptop based materials (% of times used in calls)	,044	,647	,523	,124
	Printed material (% of times used in calls)	,041	,580	,567	,111
	Increase / Will begin to prescribe (% of calls)	-,005	-,082	,935	-,016

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,357
	Ln Average competitors price per DDD	,114
	Ipad / Tablet (% of times used in calls)	,372
	Laptop based materials (% of times used in calls)	,511
	Printed material (% of times used in calls)	,482
	Increase / Will begin to prescribe (% of calls)	,630

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Very useful (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,967	,934	,893	,037093769	,934	22,870
2	,970	,941	,873	,040414967	,007	,347

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	7	22	,923

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	18	,031	22,870	,000
	Residual	,040	29	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,385	3,890		7,811	,000
	Ln Sales in DDDs lagged one period	-,783	,137	-,775	-5,724	,000
	Ln Sales in DDDs lagged two periods	-,256	,170	-,265	-1,507	,143
	Ln Detailing flow (calls)	,031	,021	,183	1,502	,144
	Ln Journal advertising flow	-,002	,003	-,045	-,758	,455
	Ln Mailing flow	-,007	,004	-,105	-1,604	,120

	Ln Competitive global marketing expenditures flow	-,064	,029	-,186	-2,226	,034
	Ln Detailing stock (calls)	,077	,037	,384	2,085	,046
	Ln Other marketing expenditures stock	,012	,008	,140	1,582	,125
	Ln Average drug price per DDD	1,982	1,961	,469	1,011	,320
	Drug age	,020	,016	2,469	1,214	,234
	Drug age^2	,000	,000	-3,046	-1,874	,071
	Ln Avg number of products presented during the calls	,030	,055	,038	,537	,595
	Quarter 2 (dummy)	,092	,034	,355	2,714	,011
	Quarter 3 (dummy)	,161	,053	,619	3,031	,005
	Quarter 4 (dummy)	,236	,082	,908	2,868	,008
	Year 2013 (dummy)	,260	,115	1,000	2,260	,031
	Year 2014 (dummy)	,611	,216	2,355	2,828	,008
	Year 2015 (dummy)	,930	,320	3,584	2,907	,007
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,051	,636	,530	,119
	Ln Average competitors price per DDD	-,009	-,066	,948	-,012
	Ipad / Tablet (% of times used in calls)	,034	,444	,660	,084
	Laptop based materials (% of times used in calls)	,029	,446	,659	,084
	Printed material (% of times used in calls)	,046	,665	,511	,125
	Very useful (% of calls)	-,057	-,737	,467	-,138
	Increase / Will begin to prescribe (% of calls)	-,011	-,183	,856	-,035

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,363
	Ln Average competitors price per DDD	,117
	Ipad / Tablet (% of times used in calls)	,393
	Laptop based materials (% of times used in calls)	,545
	Printed material (% of times used in calls)	,489
	Very useful (% of calls)	,384
	Increase / Will begin to prescribe (% of calls)	,642

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,966	,934	,896	,036651354	,934	24,786
2	,970	,941	,873	,040414967	,007	,334

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	8	22	,943

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	17	,033	24,786	,000
	Residual	,040	30	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,281	3,839		7,888	,000
	Ln Sales in DDDs lagged one period	-,793	,134	-,784	-5,913	,000
	Ln Sales in DDDs lagged two periods	-,250	,168	-,259	-1,495	,145
	Ln Detailing flow (calls)	,026	,018	,154	1,427	,164
	Ln Journal advertising flow	-,002	,003	-,042	-,710	,483
	Ln Mailing flow	-,008	,004	-,117	-1,891	,068
	Ln Competitive global marketing expenditures flow	-,062	,028	-,180	-2,202	,035
	Ln Detailing stock (calls)	,075	,036	,372	2,060	,048
	Ln Other marketing expenditures stock	,012	,008	,135	1,553	,131
	Ln Average drug price per DDD	1,737	1,884	,411	,922	,364
	Drug age	,021	,016	2,646	1,335	,192
	Drug age^2	,000	,000	-3,393	-2,302	,028
	Quarter 2 (dummy)	,093	,034	,359	2,774	,009
	Quarter 3 (dummy)	,165	,052	,636	3,194	,003
	Quarter 4 (dummy)	,240	,081	,924	2,968	,006
	Year 2013 (dummy)	,267	,113	1,030	2,373	,024
	Year 2014 (dummy)	,624	,212	2,405	2,941	,006
	Year 2015 (dummy)	,955	,313	3,681	3,055	,005
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309

	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,038	,493	,625	,091
	Ln Average competitors price per DDD	-,011	-,076	,940	-,014
	Ipad / Tablet (% of times used in calls)	,028	,368	,715	,068
	Laptop based materials (% of times used in calls)	,026	,402	,690	,075
	Printed material (% of times used in calls)	,042	,624	,538	,115
	Very useful (% of calls)	-,029	-,425	,674	-,079
	Increase / Will begin to prescribe (% of calls)	-,006	-,105	,917	-,019
	Ln Avg number of products presented during the calls	,038	,537	,595	,099

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,386
	Ln Average competitors price per DDD	,118
	Ipad / Tablet (% of times used in calls)	,401
	Laptop based materials (% of times used in calls)	,549
	Printed material (% of times used in calls)	,492
	Very useful (% of calls)	,479
	Increase / Will begin to prescribe (% of calls)	,657
	Ln Avg number of products presented during the calls	,453

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Journal advertising flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,964	,929	,892	,037373481	,929	25,193
2	,970	,941	,873	,040414967	,012	,501

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	9	22	,858

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,563	16	,035	25,193	,000
	Residual	,043	31	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,914	2,538		10,209	,000
	Ln Sales in DDDs lagged one period	-,713	,125	-,705	-5,685	,000
	Ln Detailing flow (calls)	,023	,019	,135	1,241	,224
	Ln Journal advertising flow	-,002	,003	-,047	-,781	,441
	Ln Mailing flow	-,006	,004	-,093	-1,530	,136
	Ln Competitive global marketing expenditures flow	-,059	,029	-,171	-2,052	,049
	Ln Detailing stock (calls)	,064	,036	,319	1,768	,087
	Ln Other marketing expenditures stock	,011	,008	,124	1,403	,171

	Ln Average drug price per DDD	1,244	1,892	,295	,658	,516
	Drug age	,007	,013	,867	,537	,595
	Drug age^2	,000	,000	-2,980	-2,018	,052
	Quarter 2 (dummy)	,123	,028	,472	4,439	,000
	Quarter 3 (dummy)	,203	,046	,783	4,438	,000
	Quarter 4 (dummy)	,313	,066	1,207	4,782	,000
	Year 2013 (dummy)	,366	,093	1,411	3,941	,000
	Year 2014 (dummy)	,802	,180	3,088	4,466	,000
	Year 2015 (dummy)	1,223	,262	4,711	4,675	,000
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445
	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,259	-1,495	,145	-,263
	Ln Competitive global marketing expenditures stock	,057	,739	,466	,134
	Ln Average competitors price per DDD	-,037	-,263	,794	-,048
	Ipad / Tablet (% of times used in calls)	,024	,310	,759	,057

	Laptop based materials (% of times used in calls)	,024	,370	,714	,067
	Printed material (% of times used in calls)	,055	,805	,427	,145
	Very useful (% of calls)	-,002	-,029	,977	-,005
	Increase / Will begin to prescribe (% of calls)	,020	,358	,723	,065
	Ln Avg number of products presented during the calls	,032	,437	,665	,080

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,074
	Ln Competitive global marketing expenditures stock	,399
	Ln Average competitors price per DDD	,120
	Ipad / Tablet (% of times used in calls)	,402
	Laptop based materials (% of times used in calls)	,550
	Printed material (% of times used in calls)	,501
	Very useful (% of calls)	,514
	Increase / Will begin to prescribe (% of calls)	,729
	Ln Avg number of products presented during the calls	,454

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,961	,924	,888	,037934684	,924	25,956
2	,970	,941	,873	,040414967	,017	,619

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	10	22	,782

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,560	15	,037	25,956	,000
	Residual	,046	32	,001		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25,128	2,513		9,999	,000
	Ln Sales in DDDs lagged one period	-,695	,127	-,688	-5,490	,000
	Ln Detailing flow (calls)	,022	,019	,129	1,167	,252
	Ln Journal advertising flow	-,003	,003	-,059	-,983	,333
	Ln Mailing flow	-,006	,004	-,089	-1,442	,159
	Ln Competitive global marketing expenditures flow	-,044	,027	-,129	-1,639	,111
	Ln Detailing stock (calls)	,083	,034	,412	2,417	,022
	Ln Average drug price per DDD	1,271	1,920	,301	,662	,513
	Drug age	,013	,013	1,601	1,032	,310
	Drug age^2	,000	,000	-3,330	-2,254	,031
	Quarter 2 (dummy)	,126	,028	,484	4,497	,000
	Quarter 3 (dummy)	,202	,046	,778	4,346	,000
	Quarter 4 (dummy)	,302	,066	1,165	4,581	,000
	Year 2013 (dummy)	,343	,093	1,321	3,696	,001
	Year 2014 (dummy)	,753	,179	2,900	4,212	,000
	Year 2015 (dummy)	1,150	,260	4,429	4,419	,000
2	(Constant)	30,257	4,880		6,201	,000
	Ln Sales in DDDs lagged one period	-,720	,167	-,713	-4,306	,000
	Ln Detailing flow (calls)	,039	,025	,230	1,571	,130
	Ln Journal advertising flow	-,003	,003	-,068	-,985	,335
	Ln Mailing flow	-,006	,005	-,097	-1,218	,236
	Ln Competitive global marketing expenditures flow	-,073	,035	-,212	-2,060	,051
	Ln Detailing stock (calls)	,087	,046	,431	1,900	,071
	Ln Average drug price per DDD	3,074	2,950	,728	1,042	,309
	Drug age	,024	,025	3,015	,991	,333
	Drug age^2	,000	,000	-3,201	-1,270	,217
	Quarter 2 (dummy)	,095	,041	,365	2,310	,031
	Quarter 3 (dummy)	,162	,062	,623	2,630	,015
	Quarter 4 (dummy)	,236	,094	,909	2,521	,019
	Year 2013 (dummy)	,246	,131	,949	1,884	,073
	Year 2014 (dummy)	,595	,252	2,292	2,362	,027
	Year 2015 (dummy)	,922	,378	3,551	2,441	,023
	Ln Sales in DDDs lagged two periods	-,297	,220	-,307	-1,348	,191
	Ln Other marketing expenditures stock	,011	,010	,121	1,057	,302
	Ln Competitive global marketing expenditures stock	,041	,052	,071	,778	,445

	Ln Average competitors price per DDD	,152	,262	,099	,581	,567
	Ipad / Tablet (% of times used in calls)	,097	,135	,065	,718	,480
	Laptop based materials (% of times used in calls)	,175	,186	,073	,944	,355
	Printed material (% of times used in calls)	,047	,063	,063	,751	,461
	Very useful (% of calls)	-,071	,078	-,086	-,917	,369
	Increase / Will begin to prescribe (% of calls)	,001	,052	,001	,018	,986
	Ln Avg number of products presented during the calls	,090	,074	,116	1,217	,236

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,236	-1,337	,191	-,233
	Ln Other marketing expenditures stock	,124	1,403	,171	,244
	Ln Competitive global marketing expenditures stock	,059	,756	,455	,135
	Ln Average competitors price per DDD	-,109	-,866	,393	-,154
	Ipad / Tablet (% of times used in calls)	,033	,421	,677	,075
	Laptop based materials (% of times used in calls)	,025	,381	,706	,068
	Printed material (% of times used in calls)	,063	,923	,363	,164
	Very useful (% of calls)	-,034	-,539	,594	-,096
	Increase / Will begin to prescribe (% of calls)	,005	,085	,933	,015
	Ln Avg number of products presented during the calls	,022	,295	,770	,053

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,074
	Ln Other marketing expenditures stock	,296
	Ln Competitive global marketing expenditures stock	,399
	Ln Average competitors price per DDD	,152
	Ipad / Tablet (% of times used in calls)	,405
	Laptop based materials (% of times used in calls)	,550
	Printed material (% of times used in calls)	,506
	Very useful (% of calls)	,598
	Increase / Will begin to prescribe (% of calls)	,757
	Ln Avg number of products presented during the calls	,459

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Quarter 2 (dummy), Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,958	,918	,883	,038891609	,918	26,275
2	,970	,941	,873	,040414967	,023	,778

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	11	22	,658

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,556	14	,040	26,275	,000
	Residual	,050	33	,002		
	Total	,606	47			
2	Regression	,570	25	,023	13,968	,000
	Residual	,036	22	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	23,426	2,346		9,985
	Ln Sales in DDDs lagged one period	-,608	,118	-,602	-5,160
	Ln Detailing flow (calls)	,024	,019	,138	1,219
	Ln Journal advertising flow	-,004	,003	-,076	-1,249
	Ln Mailing flow	-,006	,004	-,094	-1,497
	Ln Detailing stock (calls)	,085	,035	,425	2,434
	Ln Average drug price per DDD	1,595	1,958	,378	,815
	Drug age	,015	,013	1,830	1,155
	Drug age^2	,000	,000	-3,354	-2,215
	Quarter 2 (dummy)	,123	,029	,472	4,287
	Quarter 3 (dummy)	,205	,048	,790	4,309
	Quarter 4 (dummy)	,297	,068	1,146	4,398
	Year 2013 (dummy)	,300	,091	1,155	3,287
	Year 2014 (dummy)	,701	,180	2,701	3,887

	Year 2015 (dummy)	1,098	,265	4,231	4,148

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,231
	Ln Journal advertising flow	,220
	Ln Mailing flow	,144
	Ln Detailing stock (calls)	,021
	Ln Average drug price per DDD	,421
	Drug age	,256
	Drug age^2	,034
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,002
	Year 2014 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,220	-1,214	,233	-,210
	Ln Competitive global marketing expenditures flow	-,129	-1,639	,111	-,278
	Ln Other marketing expenditures stock	,060	,690	,495	,121
	Ln Competitive global marketing expenditures stock	,035	,446	,658	,079
	Ln Average competitors price per DDD	-,142	-1,131	,266	-,196
	Ipad / Tablet (% of times used in calls)	,018	,233	,817	,041
	Laptop based materials (% of times used in calls)	,046	,689	,496	,121
	Printed material (% of times used in calls)	,057	,811	,423	,142
	Very useful (% of calls)	-,028	-,430	,670	-,076
	Increase / Will begin to prescribe (% of calls)	-,002	-,034	,973	-,006
	Ln Avg number of products presented during the calls	,011	,141	,889	,025

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,075
	Ln Competitive global marketing expenditures flow	,381
	Ln Other marketing expenditures stock	,338
	Ln Competitive global marketing expenditures stock	,411
	Ln Average competitors price per DDD	,157
	Ipad / Tablet (% of times used in calls)	,410
	Laptop based materials (% of times used in calls)	,573
	Printed material (% of times used in calls)	,507
	Very useful (% of calls)	,600
	Increase / Will begin to prescribe (% of calls)	,761
	Ln Avg number of products presented during the calls	,463

10.10. Product HE2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Very useful (% of calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,907	,791	,034744936	,907	7,842

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133

	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age
2	Ln Avg number of products presented during the calls

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,906	,800	,033981841	,906	8,524
2	,952	,907	,791	,034744936	,000	,044

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,835

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,246	25	,010	8,524	,000
	Residual	,025	22	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,011	4,553		3,956	,001
	Ln Sales in DDDs lagged one period	-,318	,139	-,324	-2,286	,032
	Ln Sales in DDDs lagged two periods	,158	,166	,173	,951	,352
	Ln Detailing flow (calls)	,217	,225	1,089	,962	,347
	Ln Journal advertising flow	,005	,002	,251	3,230	,004
	Ln Mailing flow	-,010	,003	-,358	-3,088	,005
	Ln Competitive global marketing expenditures flow	-,046	,025	-,238	-1,808	,084
	Ln Detailing stock (calls)	-,111	,118	-,422	-,944	,355
	Ln Other marketing expenditures stock	,066	,024	,381	2,705	,013
	Ln Competitive global marketing expenditures stock	-,060	,047	-,232	-1,277	,215
	Ln Average drug price per DDD	-,052	1,959	-,084	-,027	,979
	Ln Average competitors price per DDD	-,273	,312	-,200	-,875	,391
	Drug age	-,006	,019	-1,034	-,295	,771
	Drug age^2	,000	,000	-5,865	-2,272	,033
	Ln Drug price x Ln Detailing flow	,178	,221	1,605	,808	,428
	Ipad / Tablet (% of times used in calls)	,375	,180	,244	2,077	,050
	Laptop based materials (% of times used in calls)	-1,076	,561	-,194	-1,919	,068
	Printed material (% of times used in calls)	,096	,089	,168	1,079	,292
	Very useful (% of calls)	,112	,107	,099	1,046	,307
	Increase / Will begin to prescribe (% of calls)	,025	,106	,025	,233	,818
	Quarter 2 (dummy)	,189	,043	1,086	4,407	,000
	Quarter 3 (dummy)	,256	,060	1,472	4,257	,000
	Quarter 4 (dummy)	,420	,092	2,420	4,582	,000
	Year 2013 (dummy)	,495	,111	2,852	4,473	,000
	Year 2014 (dummy)	1,077	,236	6,203	4,563	,000

	Year 2015 (dummy)	1,853	,473	10,670	3,916	,001
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Avg number of products presented during the calls	-,024	-,210	,835	-,046

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Avg number of products presented during the calls	,333

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Ln Average drug price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,906	,808	,033275939	,906	9,258
2	,952	,907	,791	,034744936	,000	,048

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,953

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,246	24	,010	9,258	,000
	Residual	,025	23	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,859	4,412		4,048	,000
	Ln Sales in DDDs lagged one period	-,320	,136	-,326	-2,353	,028
	Ln Sales in DDDs lagged two periods	,164	,160	,180	1,024	,316
	Ln Detailing flow (calls)	,227	,217	1,139	1,046	,306
	Ln Journal advertising flow	,005	,002	,251	3,298	,003
	Ln Mailing flow	-,010	,003	-,357	-3,147	,005
	Ln Competitive global marketing expenditures flow	-,047	,025	-,242	-1,895	,071
	Ln Detailing stock (calls)	-,107	,114	-,405	-,939	,358

	Ln Other marketing expenditures stock	,067	,023	,387	2,851	,009
	Ln Competitive global marketing expenditures stock	-,059	,046	-,227	-1,287	,211
	Ln Average drug price per DDD	-,003	1,907	-,006	-,002	,999
	Ln Average competitors price per DDD	-,303	,279	-,221	-1,085	,289
	Drug age	-,004	,018	-,814	-,246	,808
	Drug age^2	,000	,000	-6,092	-2,602	,016
	Ln Drug price x Ln Detailing flow	,187	,213	1,682	,876	,390
	Ipad / Tablet (% of times used in calls)	,369	,175	,240	2,109	,046
	Laptop based materials (% of times used in calls)	-1,072	,549	-,193	-1,953	,063
	Printed material (% of times used in calls)	,088	,081	,155	1,092	,286
	Very useful (% of calls)	,119	,102	,105	1,167	,255
	Quarter 2 (dummy)	,192	,040	1,104	4,841	,000
	Quarter 3 (dummy)	,258	,058	1,484	4,441	,000
	Quarter 4 (dummy)	,424	,089	2,439	4,774	,000
	Year 2013 (dummy)	,498	,108	2,868	4,625	,000
	Year 2014 (dummy)	1,088	,227	6,266	4,802	,000
	Year 2015 (dummy)	1,893	,433	10,897	4,372	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001

	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,025	,233	,818	,050
	Ln Avg number of products presented during the calls	-,020	-,176	,862	-,038

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,362
	Ln Avg number of products presented during the calls	,342

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,950	,902	,808	,033309680	,902	9,595
2	,952	,907	,791	,034744936	,005	,353

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	23	24	,000
2	3	21	,788

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,245	23	,011	9,595	,000
	Residual	,027	24	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,850	3,310		6,299	,000
	Ln Sales in DDDs lagged one period	-,359	,130	-,367	-2,761	,011
	Ln Detailing flow (calls)	,194	,214	,974	,904	,375
	Ln Journal advertising flow	,005	,002	,249	3,278	,003
	Ln Mailing flow	-,010	,003	-,357	-3,146	,004
	Ln Competitive global marketing expenditures flow	-,054	,023	-,282	-2,317	,029
	Ln Detailing stock (calls)	-,103	,114	-,391	-,906	,374
	Ln Other marketing expenditures stock	,065	,023	,378	2,787	,010
	Ln Competitive global marketing expenditures stock	-,076	,043	-,290	-1,747	,093
	Ln Average drug price per DDD	,237	1,895	,383	,125	,901
	Ln Average competitors price per DDD	-,339	,277	-,248	-1,222	,233
	Drug age	,006	,015	1,019	,365	,718
	Drug age^2	,000	,000	-6,589	-2,874	,008
	Ln Drug price x Ln Detailing flow	,144	,209	1,296	,688	,498
	Ipad / Tablet (% of times used in calls)	,362	,175	,236	2,071	,049
	Laptop based materials (% of times used in calls)	-1,045	,549	-,188	-1,904	,069
	Printed material (% of times used in calls)	,064	,077	,113	,832	,414
	Very useful (% of calls)	,141	,099	,125	1,422	,168
	Quarter 2 (dummy)	,167	,032	,962	5,305	,000
	Quarter 3 (dummy)	,220	,044	1,264	4,939	,000
	Quarter 4 (dummy)	,360	,064	2,075	5,648	,000
	Year 2013 (dummy)	,430	,085	2,475	5,079	,000
	Year 2014 (dummy)	,935	,171	5,386	5,478	,000
	Year 2015 (dummy)	1,650	,363	9,502	4,547	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020

	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,180	1,024	,316	,209
	Increase / Will begin to prescribe (% of calls)	,042	,396	,696	,082
	Ln Avg number of products presented during the calls	,027	,263	,795	,055

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,131
	Increase / Will begin to prescribe (% of calls)	,372
	Ln Avg number of products presented during the calls	,415

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,946	,896	,804	,033637200	,896	9,771
2	,952	,907	,791	,034744936	,011	,608

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,661

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,243	22	,011	9,771	,000
	Residual	,028	25	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,072	3,187		6,926	,000
	Ln Sales in DDDs lagged one period	-,390	,129	-,397	-3,017	,006
	Ln Detailing flow (calls)	,120	,208	,605	,579	,568
	Ln Journal advertising flow	,005	,002	,257	3,358	,003
	Ln Mailing flow	-,010	,003	-,353	-3,076	,005
	Ln Competitive global marketing expenditures flow	-,055	,024	-,284	-2,316	,029
	Ln Detailing stock (calls)	-,145	,110	-,551	-1,327	,197
	Ln Other marketing expenditures stock	,057	,023	,328	2,512	,019

	Ln Competitive global marketing expenditures stock	-,070	,043	-,267	-1,606	,121
	Ln Average drug price per DDD	-,243	1,872	-,391	-,130	,898
	Drug age	-,001	,014	-,260	-,100	,921
	Drug age^2	,000	,000	-6,072	-2,669	,013
	Ln Drug price x Ln Detailing flow	,085	,206	,762	,412	,684
	Ipad / Tablet (% of times used in calls)	,346	,176	,225	1,964	,061
	Laptop based materials (% of times used in calls)	-,977	,551	-,176	-1,773	,088
	Printed material (% of times used in calls)	,098	,073	,171	1,335	,194
	Very useful (% of calls)	,121	,099	,107	1,221	,233
	Quarter 2 (dummy)	,166	,032	,954	5,212	,000
	Quarter 3 (dummy)	,220	,045	1,269	4,910	,000
	Quarter 4 (dummy)	,368	,064	2,121	5,748	,000
	Year 2013 (dummy)	,435	,085	2,506	5,101	,000
	Year 2014 (dummy)	,935	,172	5,384	5,422	,000
	Year 2015 (dummy)	1,469	,335	8,459	4,392	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,205	1,166	,255	,232
	Ln Average competitors price per DDD	-,248	-1,222	,233	-,242
	Increase / Will begin to prescribe (% of calls)	,084	,867	,394	,174
	Ln Avg number of products presented during the calls	,024	,239	,813	,049

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,133
	Ln Average competitors price per DDD	,100
	Increase / Will begin to prescribe (% of calls)	,452
	Ln Avg number of products presented during the calls	,416

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,943	,890	,800	,033953678	,890	9,976
2	,952	,907	,791	,034744936	,017	,766

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,585

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,242	21	,012	9,976	,000
	Residual	,030	26	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,586	3,188		7,084	,000
	Ln Sales in DDDs lagged one period	-,418	,128	-,427	-3,264	,003
	Ln Detailing flow (calls)	,083	,208	,417	,400	,692
	Ln Journal advertising flow	,005	,002	,250	3,246	,003
	Ln Mailing flow	-,008	,003	-,304	-2,802	,009
	Ln Competitive global marketing expenditures flow	-,056	,024	-,292	-2,360	,026
	Ln Detailing stock (calls)	-,126	,109	-,477	-1,151	,260
	Ln Other marketing expenditures stock	,055	,023	,319	2,429	,022
	Ln Competitive global marketing expenditures stock	-,059	,043	-,226	-1,372	,182
	Ln Average drug price per DDD	,059	1,873	,095	,031	,975
	Drug age	-,002	,014	-,434	-,165	,870
	Drug age^2	,000	,000	-5,653	-2,490	,019
	Ln Drug price x Ln Detailing flow	,055	,206	,491	,265	,793
	Ipad / Tablet (% of times used in calls)	,335	,177	,218	1,885	,071
	Laptop based materials (% of times used in calls)	-1,087	,549	-,196	-1,981	,058
	Printed material (% of times used in calls)	,116	,072	,204	1,611	,119
	Quarter 2 (dummy)	,163	,032	,941	5,102	,000
	Quarter 3 (dummy)	,218	,045	1,255	4,817	,000
	Quarter 4 (dummy)	,360	,064	2,073	5,597	,000
	Year 2013 (dummy)	,432	,086	2,488	5,019	,000
	Year 2014 (dummy)	,928	,174	5,343	5,334	,000
	Year 2015 (dummy)	1,463	,338	8,423	4,333	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020

	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,238	1,388	,177	,267
	Ln Average competitors price per DDD	-,199	-,977	,338	-,192
	Very useful (% of calls)	,107	1,221	,233	,237
	Increase / Will begin to prescribe (% of calls)	,104	1,094	,284	,214
	Ln Avg number of products presented during the calls	,031	,305	,763	,061

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,139
	Ln Average competitors price per DDD	,102
	Very useful (% of calls)	,545
	Increase / Will begin to prescribe (% of calls)	,471
	Ln Avg number of products presented during the calls	,417

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,882	,794	,034503659	,882	10,053
2	,952	,907	,791	,034744936	,025	,938

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,489

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,239	20	,012	10,053	,000
	Residual	,032	27	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,252	2,996		8,095	,000
	Ln Sales in DDDs lagged one period	-,436	,130	-,444	-3,363	,002
	Ln Detailing flow (calls)	-,038	,191	-,189	-,197	,845
	Ln Journal advertising flow	,005	,002	,259	3,324	,003
	Ln Mailing flow	-,008	,003	-,275	-2,543	,017
	Ln Competitive global marketing expenditures flow	-,065	,023	-,338	-2,792	,010
	Ln Detailing stock (calls)	-,191	,100	-,724	-1,904	,068
	Ln Other marketing expenditures stock	,048	,022	,276	2,125	,043
	Ln Average drug price per DDD	1,220	1,698	1,967	,719	,478

	Drug age	-,008	,014	-1,508	-,590	,560
	Drug age^2	,000	,000	-5,096	-2,245	,033
	Ln Drug price x Ln Detailing flow	-,053	,194	-,476	-,273	,787
	Ipad / Tablet (% of times used in calls)	,321	,180	,209	1,783	,086
	Laptop based materials (% of times used in calls)	-1,083	,558	-,195	-1,942	,063
	Printed material (% of times used in calls)	,149	,069	,261	2,144	,041
	Quarter 2 (dummy)	,170	,032	,982	5,303	,000
	Quarter 3 (dummy)	,229	,045	1,318	5,057	,000
	Quarter 4 (dummy)	,377	,064	2,170	5,878	,000
	Year 2013 (dummy)	,445	,087	2,561	5,114	,000
	Year 2014 (dummy)	,973	,174	5,603	5,606	,000
	Year 2015 (dummy)	1,609	,326	9,265	4,943	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,286	1,747	,092	,324
	Ln Competitive global marketing expenditures stock	-,226	-1,372	,182	-,260
	Ln Average competitors price per DDD	-,176	-,851	,403	-,165
	Very useful (% of calls)	,078	,885	,384	,171
	Increase / Will begin to prescribe (% of calls)	,085	,889	,382	,172
	Ln Avg number of products presented during the calls	,034	,324	,749	,063

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,153
	Ln Competitive global marketing expenditures stock	,157
	Ln Average competitors price per DDD	,103
	Very useful (% of calls)	,569
	Increase / Will begin to prescribe (% of calls)	,479
	Ln Avg number of products presented during the calls	,417

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Quarter 3 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,931	,868	,778	,035821819	,868	9,662
2	,952	,907	,791	,034744936	,039	1,252

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,320

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,236	19	,012	9,662	,000
	Residual	,036	28	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,020	2,935		8,865	,000
	Ln Sales in DDDs lagged one period	-,528	,123	-,538	-4,274	,000
	Ln Detailing flow (calls)	-,149	,188	-,747	-,793	,434
	Ln Journal advertising flow	,006	,002	,275	3,421	,002
	Ln Mailing flow	-,005	,003	-,193	-1,897	,068
	Ln Competitive global marketing expenditures flow	-,060	,024	-,309	-2,477	,020
	Ln Detailing stock (calls)	-,161	,103	-,611	-1,571	,127
	Ln Other marketing expenditures stock	,039	,023	,226	1,719	,097
	Ln Average drug price per DDD	1,757	1,735	2,831	1,013	,320
	Drug age	-,009	,014	-1,673	-,631	,533
	Drug age^2	,000	,000	-4,760	-2,027	,052
	Ln Drug price x Ln Detailing flow	-,153	,192	-1,380	-,797	,432
	Laptop based materials (% of times used in calls)	-1,034	,578	-,186	-1,788	,085
	Printed material (% of times used in calls)	,113	,069	,198	1,636	,113
	Quarter 2 (dummy)	,164	,033	,943	4,940	,000
	Quarter 3 (dummy)	,219	,047	1,259	4,689	,000
	Quarter 4 (dummy)	,368	,066	2,118	5,542	,000
	Year 2013 (dummy)	,440	,090	2,536	4,879	,000
	Year 2014 (dummy)	,964	,180	5,551	5,352	,000
	Year 2015 (dummy)	1,556	,337	8,958	4,623	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106

	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,263	1,536	,136	,283
	Ln Competitive global marketing expenditures stock	-,209	-1,214	,235	-,228
	Ln Average competitors price per DDD	-,153	-,707	,485	-,135
	Ipad / Tablet (% of times used in calls)	,209	1,783	,086	,325
	Very useful (% of calls)	,072	,781	,441	,149
	Increase / Will begin to prescribe (% of calls)	,055	,552	,586	,106
	Ln Avg number of products presented during the calls	-,027	-,264	,794	-,051

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,153
	Ln Competitive global marketing expenditures stock	,157
	Ln Average competitors price per DDD	,104
	Ipad / Tablet (% of times used in calls)	,319
	Very useful (% of calls)	,570
	Increase / Will begin to prescribe (% of calls)	,493
	Ln Avg number of products presented during the calls	,468

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,925	,855	,765	,036843013	,855	9,501
2	,952	,907	,791	,034744936	,052	1,451

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,234

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,232	18	,013	9,501	,000
	Residual	,039	29	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,081	2,960		8,472	,000
	Ln Sales in DDDs lagged one period	-,513	,127	-,523	-4,051	,000
	Ln Detailing flow (calls)	-,108	,191	-,545	-,567	,575
	Ln Journal advertising flow	,006	,002	,314	3,960	,000
	Ln Mailing flow	-,006	,003	-,206	-1,977	,058
	Ln Competitive global marketing expenditures flow	-,062	,025	-,321	-2,509	,018
	Ln Detailing stock (calls)	-,149	,105	-,563	-1,412	,169
	Ln Other marketing expenditures stock	,019	,020	,113	,980	,335

	Ln Average drug price per DDD	1,072	1,731	1,727	,619	,541
	Drug age	,000	,014	-,045	-,018	,986
	Drug age^2	,000	,000	-6,255	-2,811	,009
	Ln Drug price x Ln Detailing flow	-,112	,196	-1,010	-,572	,571
	Laptop based materials (% of times used in calls)	-,775	,572	-,139	-1,355	,186
	Quarter 2 (dummy)	,155	,034	,893	4,609	,000
	Quarter 3 (dummy)	,216	,048	1,246	4,516	,000
	Quarter 4 (dummy)	,355	,068	2,046	5,239	,000
	Year 2013 (dummy)	,412	,091	2,370	4,520	,000
	Year 2014 (dummy)	,890	,179	5,123	4,962	,000
	Year 2015 (dummy)	1,420	,335	8,178	4,234	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476
	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,229	1,288	,208	,236
	Ln Competitive global marketing expenditures stock	-,276	-1,712	,098	-,308
	Ln Average competitors price per DDD	-,248	-1,211	,236	-,223
	Ipad / Tablet (% of times used in calls)	,136	1,140	,264	,211
	Printed material (% of times used in calls)	,198	1,636	,113	,295
	Very useful (% of calls)	,094	1,020	,316	,189
	Increase / Will begin to prescribe (% of calls)	,012	,122	,904	,023
	Ln Avg number of products presented during the calls	-,023	-,219	,828	-,041

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,155
	Ln Competitive global marketing expenditures stock	,180
	Ln Average competitors price per DDD	,118
	Ipad / Tablet (% of times used in calls)	,348
	Printed material (% of times used in calls)	,323
	Very useful (% of calls)	,586
	Increase / Will begin to prescribe (% of calls)	,526
	Ln Avg number of products presented during the calls	,468

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,922	,850	,765	,036818293	,850	10,016
2	,952	,907	,791	,034744936	,056	1,410

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,246

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,231	17	,014	10,016	,000
	Residual	,041	30	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	24,605	2,918		8,431	,000
	Ln Sales in DDDs lagged one period	-,510	,127	-,520	-4,032	,000
	Ln Detailing flow (calls)	-,080	,189	-,400	-,422	,676
	Ln Journal advertising flow	,006	,002	,313	3,951	,000
	Ln Mailing flow	-,005	,003	-,187	-1,829	,077
	Ln Competitive global marketing expenditures flow	-,060	,025	-,309	-2,430	,021
	Ln Detailing stock (calls)	-,121	,101	-,458	-1,193	,242
	Ln Average drug price per DDD	,694	1,687	1,118	,411	,684
	Drug age	-1,493E-5	,014	-,003	-,001	,999
	Drug age^2	,000	,000	-6,369	-2,868	,007
	Ln Drug price x Ln Detailing flow	-,085	,194	-,760	-,435	,666
	Laptop based materials (% of times used in calls)	-,706	,567	-,127	-1,245	,223
	Quarter 2 (dummy)	,149	,033	,859	4,509	,000
	Quarter 3 (dummy)	,217	,048	1,248	4,525	,000
	Quarter 4 (dummy)	,356	,068	2,052	5,261	,000
	Year 2013 (dummy)	,417	,091	2,399	4,587	,000
	Year 2014 (dummy)	,882	,179	5,080	4,929	,000
	Year 2015 (dummy)	1,393	,334	8,022	4,170	,000
2	(Constant)	18,052	4,659		3,875	,001
	Ln Sales in DDDs lagged one period	-,322	,144	-,328	-2,242	,036
	Ln Detailing flow (calls)	,201	,242	1,010	,829	,416
	Ln Journal advertising flow	,005	,002	,260	2,870	,009
	Ln Mailing flow	-,010	,003	-,355	-2,970	,007
	Ln Competitive global marketing expenditures flow	-,044	,028	-,226	-1,563	,133
	Ln Detailing stock (calls)	-,117	,124	-,444	-,947	,354
	Ln Average drug price per DDD	-,058	2,003	-,094	-,029	,977
	Drug age	-,009	,024	-1,573	-,357	,725
	Drug age^2	,000	,000	-5,593	-1,903	,071
	Ln Drug price x Ln Detailing flow	,168	,231	1,510	,726	,476

	Laptop based materials (% of times used in calls)	-1,032	,611	-,186	-1,690	,106
	Quarter 2 (dummy)	,189	,044	1,090	4,311	,000
	Quarter 3 (dummy)	,259	,064	1,492	4,075	,001
	Quarter 4 (dummy)	,428	,101	2,466	4,227	,000
	Year 2013 (dummy)	,506	,123	2,910	4,103	,001
	Year 2014 (dummy)	1,099	,262	6,325	4,198	,000
	Year 2015 (dummy)	1,870	,490	10,764	3,815	,001
	Ln Sales in DDDs lagged two periods	,173	,185	,191	,936	,360
	Ln Other marketing expenditures stock	,064	,026	,373	2,508	,020
	Ln Competitive global marketing expenditures stock	-,059	,049	-,227	-1,215	,238
	Ln Average competitors price per DDD	-,264	,322	-,193	-,820	,422
	Ipad / Tablet (% of times used in calls)	,362	,195	,236	1,854	,078
	Printed material (% of times used in calls)	,098	,091	,172	1,072	,296
	Very useful (% of calls)	,110	,110	,098	1,002	,328
	Increase / Will begin to prescribe (% of calls)	,028	,110	,029	,258	,799
	Ln Avg number of products presented during the calls	-,023	,112	-,024	-,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,200	1,131	,267	,206
	Ln Other marketing expenditures stock	,113	,980	,335	,179
	Ln Competitive global marketing expenditures stock	-,159	-1,062	,297	-,193
	Ln Average competitors price per DDD	-,110	-,598	,554	-,110
	Ipad / Tablet (% of times used in calls)	,128	1,071	,293	,195
	Printed material (% of times used in calls)	,088	,830	,413	,152
	Very useful (% of calls)	,085	,920	,365	,168
	Increase / Will begin to prescribe (% of calls)	,034	,357	,724	,066
	Ln Avg number of products presented during the calls	-,044	-,426	,673	-,079

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,158
	Ln Other marketing expenditures stock	,379
	Ln Competitive global marketing expenditures stock	,223
	Ln Average competitors price per DDD	,150
	Ipad / Tablet (% of times used in calls)	,350
	Printed material (% of times used in calls)	,448
	Very useful (% of calls)	,591
	Increase / Will begin to prescribe (% of calls)	,560
	Ln Avg number of products presented during the calls	,492

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,918	,842	,761	,037143301	,842	10,362
2	,952	,907	,791	,034744936	,064	1,443

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,229

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,229	16	,014	10,362	,000
	Residual	,043	31	,001		
	Total	,271	47			
2	Regression	,246	26	,009	7,842	,000
	Residual	,025	21	,001		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	24,877	2,936		8,473
	Ln Sales in DDDs lagged one period	-,526	,127	-,536	-4,143
	Ln Detailing flow (calls)	-,116	,188	-,582	-,615
	Ln Journal advertising flow	,006	,002	,322	4,059
	Ln Mailing flow	-,006	,003	-,210	-2,062

	Ln Competitive global marketing expenditures flow	-,062	,025	-,322	-2,515
	Ln Detailing stock (calls)	-,093	,100	-,353	-,933
	Ln Average drug price per DDD	,795	1,700	1,281	,468
	Drug age	-,003	,014	-,576	-,230
	Drug age^2	,000	,000	-5,882	-2,667
	Ln Drug price x Ln Detailing flow	-,116	,194	-1,043	-,598
	Quarter 2 (dummy)	,135	,031	,779	4,305
	Quarter 3 (dummy)	,213	,048	1,227	4,418
	Quarter 4 (dummy)	,358	,068	2,060	5,234
	Year 2013 (dummy)	,417	,092	2,402	4,552
	Year 2014 (dummy)	,894	,180	5,147	4,957
	Year 2015 (dummy)	1,385	,337	7,972	4,109

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,543
	Ln Journal advertising flow	,000
	Ln Mailing flow	,048
	Ln Competitive global marketing expenditures flow	,017
	Ln Detailing stock (calls)	,358
	Ln Average drug price per DDD	,643
	Drug age	,820
	Drug age^2	,012
	Ln Drug price x Ln Detailing flow	,554
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,000
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,205	1,151	,259	,206
	Ln Other marketing expenditures stock	,093	,808	,425	,146
	Ln Competitive global marketing expenditures stock	-,151	-1,001	,325	-,180
	Ln Average competitors price per DDD	-,077	-,419	,678	-,076
	Ipad / Tablet (% of times used in calls)	,134	1,115	,274	,199
	Laptop based materials (% of times used in calls)	-,127	-1,245	,223	-,222
	Printed material (% of times used in calls)	,063	,592	,558	,107
	Very useful (% of calls)	,098	1,074	,292	,192
	Increase / Will begin to prescribe (% of calls)	,035	,359	,722	,065
	Ln Avg number of products presented during the calls	-,074	-,760	,453	-,137

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,158
	Ln Other marketing expenditures stock	,385
	Ln Competitive global marketing expenditures stock	,223
	Ln Average competitors price per DDD	,153
	Ipad / Tablet (% of times used in calls)	,350
	Laptop based materials (% of times used in calls)	,479
	Printed material (% of times used in calls)	,462
	Very useful (% of calls)	,602
	Increase / Will begin to prescribe (% of calls)	,560
	Ln Avg number of products presented during the calls	,536

10.11. Product HE3

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 4 (dummy), Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Very useful (% of calls), Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,982	,877	,079697803	,982	9,308

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	4	,021

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301

	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Mailing flow, Year 2013 (dummy), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,982	,901	,071447679	,982	12,084
2	,991	,982	,877	,079697803	,000	,018

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	5	,006
2	1	4	,899

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,419	23	,062	12,084	,006
	Residual	,026	5	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19,023	11,159		1,705	,149
	Ln Sales in DDDs lagged one period	-,984	,527	-,861	-1,868	,121
	Ln Sales in DDDs lagged two periods	,922	,537	,832	1,718	,146
	Ln Detailing flow (calls)	-,648	,371	-3,780	-1,747	,141
	Ln Mailing flow	,000	,023	-,004	-,018	,987
	Ln Competitive global marketing expenditures flow	-,067	,116	-,082	-,582	,586
	Ln Detailing stock (calls)	-,222	,164	-1,083	-1,354	,234
	Ln Other marketing expenditures stock	,025	,017	,263	1,452	,206
	Ln Competitive global marketing expenditures stock	,349	,324	,250	1,077	,331
	Ln Average drug price per DDD	5,426	2,546	4,090	2,131	,086
	Ln Average competitors price per DDD	-9,865	5,280	-1,365	-1,868	,121
	Drug age	-,048	,025	-2,363	-1,912	,114
	Ln Drug price x Ln Detailing flow	-,404	,257	-2,845	-1,575	,176
	Loss of exclusivity (dummy)	-,379	,152	-,688	-2,494	,055
	Ipad / Tablet (% of times used in calls)	,037	,117	,043	,315	,765
	Printed material (% of times used in calls)	,067	,114	,108	,590	,581
	Very useful (% of calls)	,090	,113	,156	,798	,461
	Ln Avg number of products presented during the calls	-,038	,082	-,071	-,467	,660
	Quarter 2 (dummy)	,273	,150	,523	1,817	,129
	Quarter 3 (dummy)	,107	,207	,205	,515	,628
	Quarter 4 (dummy)	,411	,281	,696	1,465	,203
	Year 2013 (dummy)	,895	,388	1,854	2,307	,069
	Year 2014 (dummy)	1,772	,741	3,216	2,392	,062
	Year 2015 (dummy)	1,336	1,211	1,517	1,104	,320
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174

	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	-,050	-,136	,899	-,068

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,032

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,982	,916	,065867695	,982	14,859
2	,991	,982	,877	,079697803	,000	,049

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	6	,001
2	2	4	,953

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,418	22	,064	14,859	,001
	Residual	,026	6	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,828	8,040		2,093	,081
	Ln Sales in DDDs lagged one period	-,925	,454	-,810	-2,037	,088
	Ln Sales in DDDs lagged two periods	,998	,444	,900	2,249	,066
	Ln Detailing flow (calls)	-,680	,329	-3,964	-2,064	,085
	Ln Mailing flow	,001	,021	,009	,044	,967
	Ln Competitive global marketing expenditures flow	-,073	,106	-,088	-,687	,518
	Ln Detailing stock (calls)	-,208	,145	-1,011	-1,431	,202
	Ln Other marketing expenditures stock	,024	,015	,253	1,538	,175

	Ln Competitive global marketing expenditures stock	,345	,299	,246	1,154	,293
	Ln Average drug price per DDD	5,741	2,159	4,328	2,660	,038
	Ln Average competitors price per DDD	-10,141	4,801	-1,404	-2,112	,079
	Drug age	-,046	,023	-2,262	-2,056	,086
	Ln Drug price x Ln Detailing flow	-,428	,227	-3,010	-1,889	,108
	Loss of exclusivity (dummy)	-,389	,136	-,707	-2,853	,029
	Printed material (% of times used in calls)	,060	,103	,098	,587	,579
	Very useful (% of calls)	,086	,103	,150	,836	,435
	Ln Avg number of products presented during the calls	-,031	,073	-,058	-,432	,681
	Quarter 2 (dummy)	,297	,118	,570	2,507	,046
	Quarter 3 (dummy)	,137	,169	,262	,807	,450
	Quarter 4 (dummy)	,459	,217	,777	2,113	,079
	Year 2013 (dummy)	,942	,330	1,952	2,857	,029
	Year 2014 (dummy)	1,847	,647	3,352	2,855	,029
	Year 2015 (dummy)	1,517	,982	1,723	1,544	,173
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,043	,315	,765	,140
	Increase / Will begin to prescribe (% of calls)	-,083	-,287	,786	-,127

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,194
	Increase / Will begin to prescribe (% of calls)	,043

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,991	,981	,926	,061923407	,981	17,603
2	,991	,982	,877	,079697803	,001	,075

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	7	,000
2	3	4	,970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,417	21	,067	17,603	,000
	Residual	,027	7	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,057	7,542		2,262	,058
	Ln Sales in DDDs lagged one period	-,793	,316	-,695	-2,509	,040
	Ln Sales in DDDs lagged two periods	,890	,345	,803	2,580	,036
	Ln Detailing flow (calls)	-,691	,309	-4,028	-2,237	,060
	Ln Mailing flow	,005	,017	,051	,289	,781
	Ln Competitive global marketing expenditures flow	-,070	,099	-,085	-,701	,506
	Ln Detailing stock (calls)	-,175	,117	-,853	-1,500	,177
	Ln Other marketing expenditures stock	,020	,012	,210	1,700	,133
	Ln Competitive global marketing expenditures stock	,310	,270	,221	1,146	,290
	Ln Average drug price per DDD	5,491	1,955	4,139	2,809	,026
	Ln Average competitors price per DDD	-8,859	3,548	-1,226	-2,497	,041
	Drug age	-,043	,020	-2,099	-2,160	,068
	Ln Drug price x Ln Detailing flow	-,444	,210	-3,122	-2,112	,073
	Loss of exclusivity (dummy)	-,362	,113	-,656	-3,195	,015
	Printed material (% of times used in calls)	,027	,064	,044	,422	,686
	Very useful (% of calls)	,060	,078	,104	,766	,469
	Quarter 2 (dummy)	,286	,109	,549	2,629	,034
	Quarter 3 (dummy)	,155	,154	,298	1,009	,347
	Quarter 4 (dummy)	,460	,204	,779	2,255	,059
	Year 2013 (dummy)	,882	,281	1,828	3,138	,016
	Year 2014 (dummy)	1,741	,563	3,161	3,091	,018
	Year 2015 (dummy)	1,463	,916	1,662	1,597	,154
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101

	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,026	,216	,836	,088
	Increase / Will begin to prescribe (% of calls)	-,108	-,430	,682	-,173
	Ln Avg number of products presented during the calls	-,058	-,432	,681	-,174

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,208
	Increase / Will begin to prescribe (% of calls)	,047
	Ln Avg number of products presented during the calls	,164

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,981	,933	,058657098	,981	20,589
2	,991	,982	,877	,079697803	,001	,083

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	8	,000
2	4	4	,983

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,417	20	,071	20,589	,000
	Residual	,028	8	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,433	7,094		2,457	,039
	Ln Sales in DDDs lagged one period	-,739	,274	-,647	-2,702	,027
	Ln Sales in DDDs lagged two periods	,822	,289	,742	2,841	,022
	Ln Detailing flow (calls)	-,692	,293	-4,037	-2,367	,045
	Ln Mailing flow	,010	,012	,102	,867	,411
	Ln Competitive global marketing expenditures flow	-,073	,094	-,089	-,782	,457
	Ln Detailing stock (calls)	-,162	,107	-,789	-1,520	,167
	Ln Other marketing expenditures stock	,017	,010	,185	1,806	,109
	Ln Competitive global marketing expenditures stock	,282	,248	,201	1,134	,289
	Ln Average drug price per DDD	5,420	1,845	4,086	2,938	,019
	Ln Average competitors price per DDD	-8,371	3,178	-1,159	-2,634	,030
	Drug age	-,039	,017	-1,914	-2,328	,048
	Ln Drug price x Ln Detailing flow	-,445	,199	-3,128	-2,235	,056
	Loss of exclusivity (dummy)	-,347	,102	-,630	-3,395	,009
	Very useful (% of calls)	,052	,072	,090	,726	,489
	Quarter 2 (dummy)	,283	,103	,543	2,751	,025
	Quarter 3 (dummy)	,143	,143	,275	,999	,347
	Quarter 4 (dummy)	,443	,189	,749	2,338	,048
	Year 2013 (dummy)	,834	,244	1,730	3,417	,009
	Year 2014 (dummy)	1,641	,484	2,979	3,392	,009
	Year 2015 (dummy)	1,343	,825	1,525	1,628	,142
2	(Constant)	19,092	12,458		1,532	,200

	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,027	,239	,818	,090
	Printed material (% of times used in calls)	,044	,422	,686	,158
	Increase / Will begin to prescribe (% of calls)	-,126	-,551	,599	-,204
	Ln Avg number of products presented during the calls	,001	,012	,991	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,208
	Printed material (% of times used in calls)	,248
	Increase / Will begin to prescribe (% of calls)	,050
	Ln Avg number of products presented during the calls	,374

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,980	,937	,057092790	,980	22,847
2	,991	,982	,877	,079697803	,003	,124

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	9	,000
2	5	4	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,415	19	,074	22,847	,000
	Residual	,029	9	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,362	6,792		2,704	,024
	Ln Sales in DDDs lagged one period	-,685	,256	-,600	-2,674	,025
	Ln Sales in DDDs lagged two periods	,755	,267	,681	2,830	,020

	Ln Detailing flow (calls)	-,744	,276	-4,335	-2,691	,025
	Ln Mailing flow	,011	,011	,115	1,005	,341
	Ln Competitive global marketing expenditures flow	-,080	,091	-,098	-,885	,399
	Ln Detailing stock (calls)	-,105	,070	-,512	-1,495	,169
	Ln Other marketing expenditures stock	,014	,008	,145	1,722	,119
	Ln Competitive global marketing expenditures stock	,287	,241	,205	1,187	,266
	Ln Average drug price per DDD	5,380	1,795	4,056	2,997	,015
	Ln Average competitors price per DDD	-7,314	2,748	-1,012	-2,661	,026
	Drug age	-,040	,016	-1,933	-2,417	,039
	Ln Drug price x Ln Detailing flow	-,486	,186	-3,421	-2,621	,028
	Loss of exclusivity (dummy)	-,338	,099	-,614	-3,422	,008
	Quarter 2 (dummy)	,262	,096	,503	2,727	,023
	Quarter 3 (dummy)	,190	,124	,365	1,533	,160
	Quarter 4 (dummy)	,490	,173	,830	2,836	,020
	Year 2013 (dummy)	,876	,231	1,815	3,787	,004
	Year 2014 (dummy)	1,695	,465	3,076	3,642	,005
	Year 2015 (dummy)	1,525	,765	1,732	1,993	,077
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,032	,295	,776	,104
	Printed material (% of times used in calls)	,025	,260	,802	,091
	Very useful (% of calls)	,090	,726	,489	,248
	Increase / Will begin to prescribe (% of calls)	-,053	-,256	,804	-,090
	Ln Avg number of products presented during the calls	,018	,233	,822	,082

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,209
	Printed material (% of times used in calls)	,262
	Very useful (% of calls)	,153
	Increase / Will begin to prescribe (% of calls)	,058
	Ln Avg number of products presented during the calls	,415

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,989	,978	,938	,056470629	,978	24,606
2	,991	,982	,877	,079697803	,004	,170

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	10	,000
2	6	4	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,412	18	,078	24,606	,000
	Residual	,032	10	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,106	6,712		2,698	,022
	Ln Sales in DDDs lagged one period	-,570	,219	-,499	-2,610	,026
	Ln Sales in DDDs lagged two periods	,696	,256	,628	2,724	,021
	Ln Detailing flow (calls)	-,626	,239	-3,648	-2,613	,026
	Ln Mailing flow	,011	,011	,110	,974	,353
	Ln Detailing stock (calls)	-,085	,066	-,413	-1,290	,226
	Ln Other marketing expenditures stock	,015	,008	,165	2,049	,068
	Ln Competitive global marketing expenditures stock	,164	,196	,117	,839	,421
	Ln Average drug price per DDD	4,536	1,504	3,420	3,016	,013
	Ln Average competitors price per DDD	-6,368	2,505	-,881	-2,542	,029
	Drug age	-,042	,016	-2,056	-2,639	,025
	Ln Drug price x Ln Detailing flow	-,411	,163	-2,892	-2,520	,030
	Loss of exclusivity (dummy)	-,306	,091	-,556	-3,363	,007
	Quarter 2 (dummy)	,253	,095	,486	2,679	,023
	Quarter 3 (dummy)	,219	,119	,421	1,851	,094
	Quarter 4 (dummy)	,508	,170	,859	2,988	,014
	Year 2013 (dummy)	,845	,226	1,752	3,737	,004
	Year 2014 (dummy)	1,643	,457	2,982	3,598	,005
	Year 2015 (dummy)	1,553	,756	1,763	2,054	,067
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168

	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,098	-,885	,399	-,283
	Ipad / Tablet (% of times used in calls)	,046	,438	,672	,144
	Printed material (% of times used in calls)	,030	,316	,759	,105
	Very useful (% of calls)	,101	,829	,429	,266
	Increase / Will begin to prescribe (% of calls)	,052	,321	,755	,107
	Ln Avg number of products presented during the calls	,027	,351	,733	,116

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,185
	Ipad / Tablet (% of times used in calls)	,215
	Printed material (% of times used in calls)	,262
	Very useful (% of calls)	,155
	Increase / Will begin to prescribe (% of calls)	,094
	Ln Avg number of products presented during the calls	,422

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,988	,976	,940	,055704921	,976	26,732
2	,991	,982	,877	,079697803	,006	,196

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	11	,000
2	7	4	,970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,410	17	,083	26,732	,000
	Residual	,034	11	,003		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,722	6,342		3,110	,010
	Ln Sales in DDDs lagged one period	-,517	,206	-,453	-2,507	,029
	Ln Sales in DDDs lagged two periods	,676	,251	,610	2,693	,021
	Ln Detailing flow (calls)	-,527	,206	-3,071	-2,562	,026
	Ln Mailing flow	,016	,009	,159	1,690	,119
	Ln Detailing stock (calls)	-,055	,054	-,266	-1,006	,336
	Ln Other marketing expenditures stock	,016	,007	,176	2,243	,046
	Ln Average drug price per DDD	3,901	1,282	2,941	3,043	,011

	Ln Average competitors price per DDD	-5,276	2,111	-,730	-2,500	,030
	Drug age	-,042	,016	-2,034	-2,647	,023
	Ln Drug price x Ln Detailing flow	-,348	,142	-2,444	-2,439	,033
	Loss of exclusivity (dummy)	-,301	,090	-,546	-3,358	,006
	Quarter 2 (dummy)	,275	,090	,528	3,065	,011
	Quarter 3 (dummy)	,235	,115	,451	2,040	,066
	Quarter 4 (dummy)	,535	,165	,905	3,250	,008
	Year 2013 (dummy)	,838	,223	1,738	3,761	,003
	Year 2014 (dummy)	1,605	,448	2,914	3,582	,004
	Year 2015 (dummy)	1,581	,745	1,795	2,121	,057
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,023	-,245	,811	-,077
	Ln Competitive global marketing expenditures stock	,117	,839	,421	,256
	Ipad / Tablet (% of times used in calls)	,039	,372	,717	,117

	Printed material (% of times used in calls)	,003	,032	,975	,010
	Very useful (% of calls)	,097	,808	,438	,248
	Increase / Will begin to prescribe (% of calls)	,091	,818	,432	,251
	Ln Avg number of products presented during the calls	,021	,288	,779	,091

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,276
	Ln Competitive global marketing expenditures stock	,113
	Ipad / Tablet (% of times used in calls)	,217
	Printed material (% of times used in calls)	,295
	Very useful (% of calls)	,155
	Increase / Will begin to prescribe (% of calls)	,178
	Ln Avg number of products presented during the calls	,425

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Year 2013 (dummy), Ln Average competitors price per DDD, Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,984	,967	,924	,062610965	,967	22,277
2	,991	,982	,877	,079697803	,015	,426

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	16	12	,000
2	8	4	,859

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,397	16	,087	22,277	,000
	Residual	,047	12	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,926	7,097		2,948	,012
	Ln Sales in DDDs lagged one period	-,691	,211	-,605	-3,269	,007
	Ln Sales in DDDs lagged two periods	,444	,252	,401	1,767	,103
	Ln Detailing flow (calls)	-,375	,215	-2,188	-1,742	,107
	Ln Mailing flow	,017	,011	,173	1,635	,128
	Ln Detailing stock (calls)	-,068	,061	-,330	-1,118	,285
	Ln Other marketing expenditures stock	,017	,008	,176	1,999	,069
	Ln Average drug price per DDD	3,076	1,368	2,319	2,249	,044
	Ln Average competitors price per DDD	-5,659	2,363	-,783	-2,395	,034
	Drug age	-,018	,012	-,858	-1,503	,159
	Ln Drug price x Ln Detailing flow	-,239	,149	-1,683	-1,610	,133
	Loss of exclusivity (dummy)	-,263	,099	-,477	-2,668	,020
	Quarter 2 (dummy)	,122	,056	,235	2,201	,048
	Quarter 4 (dummy)	,222	,067	,376	3,297	,006
	Year 2013 (dummy)	,465	,143	,963	3,258	,007
	Year 2014 (dummy)	,795	,234	1,444	3,405	,005
	Year 2015 (dummy)	,165	,305	,188	,542	,598
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 3 (dummy)	,117	,243	,224	,481	,655

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,046	-,451	,661	-,135
	Ln Competitive global marketing expenditures stock	,159	1,042	,320	,300
	Ipad / Tablet (% of times used in calls)	,118	1,249	,238	,352
	Printed material (% of times used in calls)	-,053	-,571	,579	-,170
	Very useful (% of calls)	,176	1,619	,134	,439
	Increase / Will begin to prescribe (% of calls)	,153	1,372	,197	,382
	Ln Avg number of products presented during the calls	-,002	-,030	,977	-,009
	Quarter 3 (dummy)	,451	2,040	,066	,524

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,281
	Ln Competitive global marketing expenditures stock	,116
	Ipad / Tablet (% of times used in calls)	,292
	Printed material (% of times used in calls)	,334
	Very useful (% of calls)	,203
	Increase / Will begin to prescribe (% of calls)	,202
	Ln Avg number of products presented during the calls	,437
	Quarter 3 (dummy)	,044

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Quarter 4 (dummy), Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Loss of exclusivity (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)	.
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2015 (dummy)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,983	,967	,928	,060885407	,967	25,107
2	,991	,982	,877	,079697803	,016	,399

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	13	,000
2	9	4	,884

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,396	15	,093	25,107	,000
	Residual	,048	13	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,860	5,965		3,833	,002
	Ln Sales in DDDs lagged one period	-,740	,186	-,648	-3,978	,002
	Ln Sales in DDDs lagged two periods	,374	,209	,337	1,788	,097
	Ln Detailing flow (calls)	-,371	,209	-2,160	-1,770	,100
	Ln Mailing flow	,018	,010	,182	1,797	,096
	Ln Detailing stock (calls)	-,071	,059	-,346	-1,213	,247
	Ln Other marketing expenditures stock	,016	,008	,166	1,981	,069

	Ln Average drug price per DDD	2,941	1,308	2,217	2,249	,042
	Ln Average competitors price per DDD	-5,207	2,150	-,721	-2,422	,031
	Drug age	-,016	,011	-,801	-1,469	,166
	Ln Drug price x Ln Detailing flow	-,237	,144	-1,670	-1,643	,124
	Loss of exclusivity (dummy)	-,269	,095	-,489	-2,831	,014
	Quarter 2 (dummy)	,119	,054	,229	2,219	,045
	Quarter 4 (dummy)	,199	,051	,337	3,925	,002
	Year 2013 (dummy)	,412	,101	,853	4,078	,001
	Year 2014 (dummy)	,714	,175	1,297	4,094	,001
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,027	-,280	,784	-,081
	Ln Competitive global marketing expenditures stock	,124	,860	,407	,241
	Ipad / Tablet (% of times used in calls)	,123	1,376	,194	,369

	Printed material (% of times used in calls)	-,059	-,667	,517	-,189
	Very useful (% of calls)	,119	1,192	,256	,325
	Increase / Will begin to prescribe (% of calls)	,058	,659	,523	,187
	Ln Avg number of products presented during the calls	,009	,112	,913	,032
	Quarter 3 (dummy)	,014	,155	,879	,045
	Year 2015 (dummy)	,188	,542	,598	,154

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,308
	Ln Competitive global marketing expenditures stock	,126
	Ipad / Tablet (% of times used in calls)	,301
	Printed material (% of times used in calls)	,341
	Very useful (% of calls)	,248
	Increase / Will begin to prescribe (% of calls)	,350
	Ln Avg number of products presented during the calls	,470
	Quarter 3 (dummy)	,330
	Year 2015 (dummy)	,023

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Quarter 4 (dummy), Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Year 2013 (dummy), Loss of exclusivity (dummy), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls)
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,979	,958	,917	,065486011	,958	23,056
2	,991	,982	,877	,079697803	,024	,545

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	14	,000
2	10	4	,801

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,384	14	,099	23,056	,000
	Residual	,060	14	,004		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,178	4,014		7,768	,000
	Ln Sales in DDDs lagged one period	-,767	,199	-,671	-3,848	,002
	Ln Detailing flow (calls)	-,397	,225	-2,312	-1,765	,099
	Ln Mailing flow	,025	,010	,247	2,421	,030
	Ln Detailing stock (calls)	-,063	,063	-,306	-1,000	,335
	Ln Other marketing expenditures stock	,014	,008	,145	1,632	,125
	Ln Average drug price per DDD	2,706	1,399	2,040	1,933	,074
	Ln Average competitors price per DDD	-4,548	2,278	-,630	-1,997	,066
	Drug age	-,028	,010	-1,389	-2,969	,010
	Ln Drug price x Ln Detailing flow	-,255	,155	-1,793	-1,645	,122
	Loss of exclusivity (dummy)	-,208	,095	-,377	-2,179	,047
	Quarter 2 (dummy)	,083	,054	,159	1,552	,143
	Quarter 4 (dummy)	,225	,052	,380	4,293	,001
	Year 2013 (dummy)	,460	,105	,954	4,397	,001
	Year 2014 (dummy)	,799	,181	1,450	4,423	,001
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672

	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,337	1,788	,097	,444
	Ln Competitive global marketing expenditures flow	-,012	-,122	,905	-,034
	Ln Competitive global marketing expenditures stock	,114	,728	,479	,198
	Ipad / Tablet (% of times used in calls)	,164	2,096	,056	,503
	Printed material (% of times used in calls)	-,091	-,999	,336	-,267
	Very useful (% of calls)	,043	,405	,692	,112
	Increase / Will begin to prescribe (% of calls)	,002	,027	,979	,007
	Ln Avg number of products presented during the calls	-,003	-,040	,969	-,011
	Quarter 3 (dummy)	,062	,679	,509	,185
	Year 2015 (dummy)	-,131	-,409	,689	-,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,072
	Ln Competitive global marketing expenditures flow	,311
	Ln Competitive global marketing expenditures stock	,126
	Ipad / Tablet (% of times used in calls)	,389
	Printed material (% of times used in calls)	,360
	Very useful (% of calls)	,286
	Increase / Will begin to prescribe (% of calls)	,395
	Ln Avg number of products presented during the calls	,473
	Quarter 3 (dummy)	,371
	Year 2015 (dummy)	,031

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Quarter 4 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Year 2013 (dummy), Loss of exclusivity (dummy), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls)
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,975	,951	,909	,068489109	,951	22,531
2	,991	,982	,877	,079697803	,031	,643

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	15	,000
2	11	4	,746

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,374	13	,106	22,531	,000
	Residual	,070	15	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,131	4,138		7,281	,000
	Ln Sales in DDDs lagged one period	-,721	,206	-,631	-3,498	,003
	Ln Detailing flow (calls)	-,232	,207	-1,355	-1,122	,280
	Ln Mailing flow	,018	,010	,177	1,852	,084
	Ln Detailing stock (calls)	-,026	,061	-,126	-,424	,678
	Ln Other marketing expenditures stock	,012	,009	,133	1,435	,172
	Ln Average drug price per DDD	1,475	1,206	1,112	1,223	,240
	Ln Average competitors price per DDD	-3,521	2,279	-,487	-1,545	,143

	Drug age	-,032	,010	-1,569	-3,308	,005
	Ln Drug price x Ln Detailing flow	-,146	,145	-1,028	-1,011	,328
	Loss of exclusivity (dummy)	-,156	,094	-,284	-1,672	,115
	Quarter 4 (dummy)	,210	,054	,355	3,898	,001
	Year 2013 (dummy)	,437	,108	,906	4,036	,001
	Year 2014 (dummy)	,715	,180	1,297	3,967	,001
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,180	,909	,379	,236
	Ln Competitive global marketing expenditures flow	,058	,653	,524	,172
	Ln Competitive global marketing expenditures stock	,173	1,143	,272	,292
	Ipad / Tablet (% of times used in calls)	,163	1,949	,072	,462
	Printed material (% of times used in calls)	-,022	-,243	,811	-,065
	Very useful (% of calls)	-,057	-,721	,483	-,189

	Increase / Will begin to prescribe (% of calls)	-,066	-,976	,346	-,252
	Ln Avg number of products presented during the calls	,019	,229	,822	,061
	Quarter 2 (dummy)	,159	1,552	,143	,383
	Quarter 3 (dummy)	-,016	-,194	,849	-,052
	Year 2015 (dummy)	-,073	-,219	,829	-,059

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,084
	Ln Competitive global marketing expenditures flow	,425
	Ln Competitive global marketing expenditures stock	,139
	Ipad / Tablet (% of times used in calls)	,389
	Printed material (% of times used in calls)	,436
	Very useful (% of calls)	,544
	Increase / Will begin to prescribe (% of calls)	,720
	Ln Avg number of products presented during the calls	,490
	Quarter 2 (dummy)	,281
	Quarter 3 (dummy)	,506
	Year 2015 (dummy)	,031

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Quarter 4 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Loss of exclusivity (dummy), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls)
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,972	,945	,903	,070717878	,945	22,733
2	,991	,982	,877	,079697803	,038	,716

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	16	,000
2	12	4	,706

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,364	12	,114	22,733	,000
	Residual	,080	16	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,986	3,984		7,024	,000
	Ln Sales in DDDs lagged one period	-,634	,203	-,555	-3,117	,007
	Ln Detailing flow (calls)	-,153	,206	-,893	-,743	,468
	Ln Mailing flow	,023	,009	,230	2,514	,023
	Ln Detailing stock (calls)	,014	,056	,067	,245	,809
	Ln Average drug price per DDD	1,043	1,206	,786	,865	,400
	Ln Average competitors price per DDD	-3,123	2,336	-,432	-1,337	,200
	Drug age	-,029	,010	-1,431	-2,984	,009
	Ln Drug price x Ln Detailing flow	-,092	,144	-,649	-,640	,531
	Loss of exclusivity (dummy)	-,118	,092	-,214	-1,272	,222
	Quarter 4 (dummy)	,227	,054	,384	4,182	,001
	Year 2013 (dummy)	,387	,106	,802	3,655	,002
	Year 2014 (dummy)	,623	,174	1,130	3,582	,002
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867

	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,152	,742	,470	,188
	Ln Competitive global marketing expenditures flow	,028	,311	,760	,080
	Ln Other marketing expenditures stock	,133	1,435	,172	,347
	Ln Competitive global marketing expenditures stock	,207	1,374	,190	,334
	Ipad / Tablet (% of times used in calls)	,140	1,569	,138	,375
	Printed material (% of times used in calls)	-,063	-,761	,459	-,193
	Very useful (% of calls)	-,075	-,949	,358	-,238
	Increase / Will begin to prescribe (% of calls)	-,045	-,647	,528	-,165
	Ln Avg number of products presented during the calls	,011	,129	,899	,033
	Quarter 2 (dummy)	,145	1,340	,200	,327
	Quarter 3 (dummy)	,005	,056	,956	,014
	Year 2015 (dummy)	-,133	-,394	,699	-,101

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,085
	Ln Competitive global marketing expenditures flow	,447
	Ln Other marketing expenditures stock	,377
	Ln Competitive global marketing expenditures stock	,144
	Ipad / Tablet (% of times used in calls)	,399
	Printed material (% of times used in calls)	,516
	Very useful (% of calls)	,563
	Increase / Will begin to prescribe (% of calls)	,748
	Ln Avg number of products presented during the calls	,493
	Quarter 2 (dummy)	,283
	Quarter 3 (dummy)	,523
	Year 2015 (dummy)	,032

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Quarter 4 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Loss of exclusivity (dummy), Drug age, Ln Detailing flow (calls)
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,969	,938	,899	,072336222	,938	23,547
2	,991	,982	,877	,079697803	,044	,770

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	17	,000
2	13	4	,679

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,355	11	,123	23,547	,000
	Residual	,089	17	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,465	4,059		7,013	,000
	Ln Sales in DDDs lagged one period	-,580	,204	-,508	-2,844	,011
	Ln Detailing flow (calls)	-,125	,210	-,729	-,596	,559
	Ln Mailing flow	,021	,009	,211	2,280	,036
	Ln Detailing stock (calls)	,049	,050	,239	,974	,344
	Ln Average drug price per DDD	,125	1,014	,094	,123	,903
	Drug age	-,028	,010	-1,357	-2,786	,013
	Ln Drug price x Ln Detailing flow	-,076	,147	-,534	-,517	,612
	Loss of exclusivity (dummy)	-,126	,094	-,229	-1,336	,199

	Quarter 4 (dummy)	,190	,048	,322	3,970	,001
	Year 2013 (dummy)	,264	,053	,546	4,948	,000
	Year 2014 (dummy)	,429	,099	,779	4,350	,000
2	(Constant)	19,092	12,458		1,532	,200
	Ln Sales in DDDs lagged one period	-,976	,591	-,854	-1,652	,174
	Ln Detailing flow (calls)	-,719	,668	-4,195	-1,077	,342
	Ln Mailing flow	-,002	,029	-,022	-,075	,944
	Ln Detailing stock (calls)	-,219	,185	-1,067	-1,187	,301
	Ln Average drug price per DDD	5,711	3,533	4,305	1,616	,181
	Drug age	-,048	,028	-2,337	-1,679	,168
	Ln Drug price x Ln Detailing flow	-,456	,476	-3,207	-,959	,392
	Loss of exclusivity (dummy)	-,388	,183	-,705	-2,119	,101
	Quarter 4 (dummy)	,408	,314	,690	1,300	,263
	Year 2013 (dummy)	,898	,433	1,862	2,072	,107
	Year 2014 (dummy)	1,786	,833	3,242	2,144	,099
	Ln Sales in DDDs lagged two periods	,876	,692	,790	1,266	,274
	Ln Competitive global marketing expenditures flow	-,086	,189	-,105	-,456	,672
	Ln Other marketing expenditures stock	,023	,022	,248	1,065	,347
	Ln Competitive global marketing expenditures stock	,427	,675	,305	,632	,562
	Ln Average competitors price per DDD	-9,885	5,892	-1,368	-1,678	,169
	Ipad / Tablet (% of times used in calls)	,027	,150	,031	,179	,867
	Printed material (% of times used in calls)	,057	,147	,092	,390	,717
	Very useful (% of calls)	,091	,126	,158	,722	,510
	Increase / Will begin to prescribe (% of calls)	-,029	,216	-,050	-,136	,899
	Ln Avg number of products presented during the calls	-,032	,102	-,059	-,311	,771
	Quarter 2 (dummy)	,252	,225	,484	1,123	,324
	Quarter 3 (dummy)	,117	,243	,224	,481	,655
	Year 2015 (dummy)	1,327	1,352	1,507	,982	,382

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,140	,668	,514	,165
	Ln Competitive global marketing expenditures flow	,004	,048	,962	,012
	Ln Other marketing expenditures stock	,116	1,205	,246	,288
	Ln Competitive global marketing expenditures stock	,060	,430	,673	,107
	Ln Average competitors price per DDD	-,432	-1,337	,200	-,317
	Ipad / Tablet (% of times used in calls)	,164	1,978	,065	,443
	Printed material (% of times used in calls)	-,076	-,910	,376	-,222
	Very useful (% of calls)	-,073	-,910	,376	-,222

	Increase / Will begin to prescribe (% of calls)	-,036	-,506	,620	-,126
	Ln Avg number of products presented during the calls	,015	,167	,869	,042
	Quarter 2 (dummy)	,093	,851	,407	,208
	Quarter 3 (dummy)	,042	,537	,598	,133
	Year 2015 (dummy)	-,233	-,706	,490	-,174

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,085
	Ln Competitive global marketing expenditures flow	,465
	Ln Other marketing expenditures stock	,383
	Ln Competitive global marketing expenditures stock	,197
	Ln Average competitors price per DDD	,033
	Ipad / Tablet (% of times used in calls)	,452
	Printed material (% of times used in calls)	,524
	Very useful (% of calls)	,563
	Increase / Will begin to prescribe (% of calls)	,755
	Ln Avg number of products presented during the calls	,493
	Quarter 2 (dummy)	,308
	Quarter 3 (dummy)	,611
	Year 2015 (dummy)	,034

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Quarter 4 (dummy), Year 2013 (dummy), Ln Mailing flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Drug age, Ln Detailing flow (calls)
2	Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,965	,932	,894	,073898238	,932	24,648
2	,991	,982	,877	,079697803	,050	,820

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	18	,000
2	14	4	,654

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,346	10	,135	24,648	,000
	Residual	,098	18	,005		
	Total	1,444	28			
2	Regression	1,419	24	,059	9,308	,021
	Residual	,025	4	,006		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	27,742	4,110		6,750
	Ln Sales in DDDs lagged one period	-,533	,205	-,467	-2,599
	Ln Detailing flow (calls)	-,010	,196	-,058	-,050
	Ln Mailing flow	,025	,009	,256	2,905
	Ln Detailing stock (calls)	,048	,052	,233	,927
	Ln Average drug price per DDD	-,432	,944	-,326	-,457
	Drug age	-,033	,009	-1,593	-3,434
	Ln Drug price x Ln Detailing flow	,008	,136	,054	,056
	Quarter 4 (dummy)	,214	,045	,362	4,710
	Year 2013 (dummy)	,289	,051	,598	5,663
	Year 2014 (dummy)	,382	,094	,694	4,059

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,960
	Ln Mailing flow	,009
	Ln Detailing stock (calls)	,366
	Ln Average drug price per DDD	,653
	Drug age	,003
	Ln Drug price x Ln Detailing flow	,956
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,073	,347	,733	,084
	Ln Competitive global marketing expenditures flow	,022	,242	,812	,059
	Ln Other marketing expenditures stock	,069	,717	,483	,171
	Ln Competitive global marketing expenditures stock	,005	,035	,973	,008

	Ln Average competitors price per DDD	-,460	-1,402	,179	-,322
	Loss of exclusivity (dummy)	-,229	-1,336	,199	-,308
	Ipad / Tablet (% of times used in calls)	,174	2,076	,053	,450
	Printed material (% of times used in calls)	-,092	-1,101	,286	-,258
	Very useful (% of calls)	-,050	-,607	,552	-,146
	Increase / Will begin to prescribe (% of calls)	-,014	-,198	,845	-,048
	Ln Avg number of products presented during the calls	,028	,318	,754	,077
	Quarter 2 (dummy)	,036	,333	,743	,080
	Quarter 3 (dummy)	,029	,366	,719	,088
	Year 2015 (dummy)	-,090	-,275	,787	-,066

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,089
	Ln Competitive global marketing expenditures flow	,476
	Ln Other marketing expenditures stock	,420
	Ln Competitive global marketing expenditures stock	,215
	Ln Average competitors price per DDD	,033
	Loss of exclusivity (dummy)	,123
	Ipad / Tablet (% of times used in calls)	,456
	Printed material (% of times used in calls)	,538
	Very useful (% of calls)	,586
	Increase / Will begin to prescribe (% of calls)	,794
	Ln Avg number of products presented during the calls	,501
	Quarter 2 (dummy)	,349
	Quarter 3 (dummy)	,620
	Year 2015 (dummy)	,038

10.12. Product HE4

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Loss of exclusivity (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,991	,984	,060329002	,991	147,994

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730

	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)
2	Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,995	,991	,985	,059375127	,991	160,822
2	,995	,991	,984	,060329002	,000	,122

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	19	28	,000
2	1	27	,730

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,772	19	,567	160,822	,000
	Residual	,099	28	,004		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,786	8,110		2,810	,009
	Ln Sales in DDDs lagged one period	-,078	,178	-,080	-,438	,665
	Ln Sales in DDDs lagged two periods	,181	,217	,189	,838	,409
	Ln Detailing flow (calls)	,204	,101	,763	2,019	,053
	Ln Competitive global marketing expenditures flow	-,043	,054	-,027	-,810	,425
	Ln Detailing stock (calls)	,715	,389	1,458	1,839	,077
	Ln Competitive global marketing expenditures stock	-,379	,176	-,158	-2,157	,040
	Ln Average drug price per DDD	-1,461	1,073	-,273	-1,362	,184
	Ln Average competitors price per DDD	-1,812	,939	-,186	-1,928	,064
	Drug age	-,048	,015	-1,401	-3,119	,004
	Ln Drug price x Ln Detailing flow	,154	,081	,687	1,895	,068
	Ln Drug price x Ln Detailing stock	,522	,300	1,254	1,736	,094
	Ln Global marketing expenditures stock x Ln Average competitors price	,034	,059	,078	,576	,569
	Loss of exclusivity (dummy)	-,160	,052	-,125	-3,063	,005
	Quarter 2 (dummy)	,089	,060	,081	1,490	,147
	Quarter 3 (dummy)	,144	,090	,131	1,606	,119
	Quarter 4 (dummy)	,270	,123	,245	2,192	,037
	Year 2013 (dummy)	,155	,184	,141	,840	,408
	Year 2014 (dummy)	,446	,332	,406	1,342	,190
	Year 2015 (dummy)	,737	,486	,671	1,517	,141
2	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068

	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,023	,349	,730	,067

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,074

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,995	,991	,985	,058542275	,991	174,610
2	,995	,991	,984	,060329002	,000	,154

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	2	27	,858

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,772	18	,598	174,610	,000
	Residual	,099	29	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	20,101	5,239		3,837	,001
	Ln Sales in DDDs lagged two periods	,200	,210	,208	,953	,349
	Ln Detailing flow (calls)	,202	,099	,756	2,031	,051
	Ln Competitive global marketing expenditures flow	-,035	,050	-,022	-,711	,483
	Ln Detailing stock (calls)	,665	,366	1,355	1,815	,080
	Ln Competitive global marketing expenditures stock	-,336	,144	-,140	-2,338	,026
	Ln Average drug price per DDD	-1,419	1,054	-,265	-1,347	,189
	Ln Average competitors price per DDD	-1,774	,922	-,182	-1,923	,064
	Drug age	-,044	,012	-1,273	-3,788	,001
	Ln Drug price x Ln Detailing flow	,151	,080	,677	1,899	,068
	Ln Drug price x Ln Detailing stock	,480	,281	1,153	1,708	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,038	,057	,087	,665	,512
	Loss of exclusivity (dummy)	-,160	,051	-,125	-3,107	,004
	Quarter 2 (dummy)	,080	,055	,073	1,446	,159
	Quarter 3 (dummy)	,133	,085	,121	1,567	,128
	Quarter 4 (dummy)	,255	,116	,232	2,186	,037
	Year 2013 (dummy)	,150	,181	,137	,830	,413
	Year 2014 (dummy)	,424	,324	,386	1,308	,201
	Year 2015 (dummy)	,693	,469	,630	1,478	,150
2	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041

	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,080	-,438	,665	-,083
	Ln Other marketing expenditures stock	,028	,434	,668	,082

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,010
	Ln Other marketing expenditures stock	,077

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,991	,985	,057995036	,991	188,360
2	,995	,991	,984	,060329002	,000	,241

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	3	27	,867

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,770	17	,634	188,360	,000
	Residual	,101	30	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,704	5,112		4,050	,000
	Ln Sales in DDDs lagged two periods	,214	,206	,224	1,039	,307
	Ln Detailing flow (calls)	,208	,098	,780	2,126	,042
	Ln Competitive global marketing expenditures flow	-,036	,049	-,023	-,738	,466
	Ln Detailing stock (calls)	,616	,356	1,256	1,733	,093
	Ln Competitive global marketing expenditures stock	-,366	,135	-,153	-2,712	,011
	Ln Average drug price per DDD	-1,521	1,033	-,284	-1,472	,151
	Ln Average competitors price per DDD	-1,310	,598	-,135	-2,192	,036
	Drug age	-,045	,011	-1,311	-4,000	,000
	Ln Drug price x Ln Detailing flow	,157	,079	,701	1,994	,055
	Ln Drug price x Ln Detailing stock	,476	,278	1,144	1,711	,097
	Loss of exclusivity (dummy)	-,158	,051	-,124	-3,105	,004
	Quarter 2 (dummy)	,092	,052	,084	1,766	,088
	Quarter 3 (dummy)	,145	,082	,132	1,759	,089
	Quarter 4 (dummy)	,265	,114	,241	2,319	,027
	Year 2013 (dummy)	,167	,178	,152	,938	,356
	Year 2014 (dummy)	,450	,319	,410	1,413	,168
	Year 2015 (dummy)	,730	,461	,664	1,584	,124
2	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404

	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,097	-,545	,590	-,101
	Ln Other marketing expenditures stock	-,010	-,266	,792	-,049
	Ln Global marketing expenditures stock x Ln Average competitors price	,087	,665	,512	,122

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,010
	Ln Other marketing expenditures stock	,214
	Ln Global marketing expenditures stock x Ln Average competitors price	,018

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,991	,986	,057568189	,991	203,077
2	,995	,991	,984	,060329002	,000	,307

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	4	27	,871

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,768	16	,673	203,077	,000
	Residual	,103	31	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,976	4,979		4,012	,000
	Ln Sales in DDDs lagged two periods	,234	,203	,244	1,151	,258
	Ln Detailing flow (calls)	,204	,097	,765	2,104	,044
	Ln Detailing stock (calls)	,602	,352	1,226	1,707	,098
	Ln Competitive global marketing expenditures stock	-,365	,134	-,152	-2,725	,010
	Ln Average drug price per DDD	-1,527	1,025	-,285	-1,489	,147
	Ln Average competitors price per DDD	-1,268	,591	-,130	-2,147	,040
	Drug age	-,045	,011	-1,314	-4,037	,000

	Ln Drug price x Ln Detailing flow	,154	,078	,689	1,978	,057
	Ln Drug price x Ln Detailing stock	,464	,276	1,114	1,682	,103
	Loss of exclusivity (dummy)	-,162	,050	-,127	-3,216	,003
	Quarter 2 (dummy)	,096	,051	,087	1,862	,072
	Quarter 3 (dummy)	,157	,080	,143	1,969	,058
	Quarter 4 (dummy)	,274	,113	,249	2,431	,021
	Year 2013 (dummy)	,168	,177	,153	,954	,347
	Year 2014 (dummy)	,466	,315	,424	1,477	,150
	Year 2015 (dummy)	,762	,455	,693	1,674	,104
2	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,044	-,264	,794	-,048
	Ln Competitive global marketing expenditures flow	-,023	-,738	,466	-,134
	Ln Other marketing expenditures stock	-,010	-,251	,804	-,046
	Ln Global marketing expenditures stock x Ln Average competitors price	,090	,692	,494	,125

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,011
	Ln Competitive global marketing expenditures flow	,333
	Ln Other marketing expenditures stock	,215
	Ln Global marketing expenditures stock x Ln Average competitors price	,018

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,995	,990	,986	,057488020	,990	217,159
2	,995	,991	,984	,060329002	,001	,411

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	5	27	,837

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,765	15	,718	217,159	,000
	Residual	,106	32	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,376	4,752		4,499	,000
	Ln Sales in DDDs lagged two periods	,120	,164	,125	,730	,470
	Ln Detailing flow (calls)	,171	,091	,641	1,890	,068
	Ln Detailing stock (calls)	,575	,351	1,172	1,638	,111
	Ln Competitive global marketing expenditures stock	-,405	,127	-,169	-3,182	,003
	Ln Average drug price per DDD	-1,330	1,003	-,248	-1,326	,194
	Ln Average competitors price per DDD	-1,324	,587	-,136	-2,257	,031
	Drug age	-,038	,008	-1,094	-4,753	,000
	Ln Drug price x Ln Detailing flow	,128	,073	,573	1,757	,088
	Ln Drug price x Ln Detailing stock	,445	,275	1,070	1,622	,115
	Loss of exclusivity (dummy)	-,170	,050	-,133	-3,418	,002
	Quarter 2 (dummy)	,059	,034	,054	1,733	,093
	Quarter 3 (dummy)	,093	,042	,084	2,190	,036
	Quarter 4 (dummy)	,178	,050	,162	3,576	,001
	Year 2014 (dummy)	,172	,069	,157	2,481	,019
	Year 2015 (dummy)	,345	,128	,314	2,697	,011
2	(Constant)	22,341	8,338		2,679	,012
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Year 2013 (dummy)	,152	,187	,138	,810	,425

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,039	-,234	,817	-,042
	Ln Competitive global marketing expenditures flow	-,023	-,751	,458	-,134
	Ln Other marketing expenditures stock	-,013	-,334	,741	-,060
	Ln Global marketing expenditures stock x Ln Average competitors price	,105	,819	,419	,146
	Year 2013 (dummy)	,153	,954	,347	,169

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,011
	Ln Competitive global marketing expenditures flow	,333
	Ln Other marketing expenditures stock	,216
	Ln Global marketing expenditures stock x Ln Average competitors price	,019
	Year 2013 (dummy)	,012

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Quarter 2 (dummy), Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,995	,990	,986	,057080237	,990	235,968
2	,995	,991	,984	,060329002	,001	,424

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	14	33	,000
2	6	27	,857

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,763	14	,769	235,968	,000
	Residual	,108	33	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,580	1,814		13,548	,000
	Ln Detailing flow (calls)	,163	,089	,610	1,825	,077
	Ln Detailing stock (calls)	,655	,331	1,334	1,978	,056
	Ln Competitive global marketing expenditures stock	-,471	,089	-,197	-5,282	,000
	Ln Average drug price per DDD	-1,338	,996	-,250	-1,344	,188
	Ln Average competitors price per DDD	-1,478	,544	-,152	-2,717	,010
	Drug age	-,042	,005	-1,223	-8,329	,000
	Ln Drug price x Ln Detailing flow	,123	,072	,549	1,705	,098
	Ln Drug price x Ln Detailing stock	,509	,259	1,223	1,968	,058
	Loss of exclusivity (dummy)	-,177	,048	-,138	-3,659	,001
	Quarter 2 (dummy)	,062	,034	,056	1,839	,075
	Quarter 3 (dummy)	,103	,039	,094	2,613	,013
	Quarter 4 (dummy)	,190	,046	,173	4,137	,000
	Year 2014 (dummy)	,187	,066	,170	2,822	,008
	Year 2015 (dummy)	,369	,123	,335	2,998	,005
2	(Constant)	22,341	8,338		2,679	,012
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726

	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Year 2013 (dummy)	,152	,187	,138	,810	,425

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,062	-,385	,703	-,068
	Ln Sales in DDDs lagged two periods	,125	,730	,470	,128
	Ln Competitive global marketing expenditures flow	-,026	-,860	,396	-,150
	Ln Other marketing expenditures stock	-,014	-,382	,705	-,067
	Ln Global marketing expenditures stock x Ln Average competitors price	,108	,852	,400	,149
	Year 2013 (dummy)	,044	,341	,735	,060

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,012
	Ln Sales in DDDs lagged two periods	,010
	Ln Competitive global marketing expenditures flow	,341
	Ln Other marketing expenditures stock	,217
	Ln Global marketing expenditures stock x Ln Average competitors price	,019
	Year 2013 (dummy)	,018

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Loss of exclusivity (dummy), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Competitive global marketing expenditures flow, Quarter 2 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,985	,059044826	,989	237,247
2	,995	,991	,984	,060329002	,002	,795

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	7	27	,598

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,752	13	,827	237,247	,000
	Residual	,119	34	,003		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,535	1,782		13,205	,000
	Ln Detailing flow (calls)	,137	,091	,515	1,508	,141
	Ln Detailing stock (calls)	,945	,301	1,926	3,141	,003
	Ln Competitive global marketing expenditures stock	-,497	,091	-,208	-5,464	,000
	Ln Average drug price per DDD	-2,336	,863	-,436	-2,706	,011
	Ln Average competitors price per DDD	-1,288	,552	-,132	-2,331	,026
	Drug age	-,040	,005	-1,151	-7,863	,000
	Ln Drug price x Ln Detailing flow	,101	,074	,452	1,375	,178
	Ln Drug price x Ln Detailing stock	,734	,235	1,765	3,119	,004
	Loss of exclusivity (dummy)	-,196	,049	-,154	-4,022	,000
	Quarter 3 (dummy)	,052	,029	,047	1,795	,082
	Quarter 4 (dummy)	,136	,037	,124	3,723	,001
	Year 2014 (dummy)	,139	,063	,126	2,206	,034
	Year 2015 (dummy)	,272	,115	,248	2,367	,024
2	(Constant)	22,341	8,338		2,679	,012
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179

	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Year 2013 (dummy)	,152	,187	,138	,810	,425

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,053	,347	,731	,060
	Ln Sales in DDDs lagged two periods	,158	,902	,374	,155
	Ln Competitive global marketing expenditures flow	-,033	-1,098	,280	-,188
	Ln Other marketing expenditures stock	-,017	-,449	,656	-,078
	Ln Global marketing expenditures stock x Ln Average competitors price	,170	1,401	,171	,237
	Quarter 2 (dummy)	,056	1,839	,075	,305
	Year 2013 (dummy)	-,096	-1,008	,321	-,173

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,014
	Ln Sales in DDDs lagged two periods	,010
	Ln Competitive global marketing expenditures flow	,349
	Ln Other marketing expenditures stock	,218
	Ln Global marketing expenditures stock x Ln Average competitors price	,021
	Quarter 2 (dummy)	,320
	Year 2013 (dummy)	,036

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Year 2014 (dummy), Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Loss of exclusivity (dummy), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Quarter 3 (dummy), Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,994	,988	,984	,060890480	,988	241,420
2	,995	,991	,984	,060329002	,003	1,082

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	8	27	,405

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,741	12	,895	241,420	,000
	Residual	,130	35	,004		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,409	1,837		12,746	,000
	Ln Detailing flow (calls)	,139	,094	,521	1,479	,148
	Ln Detailing stock (calls)	1,037	,306	2,114	3,393	,002
	Ln Competitive global marketing expenditures stock	-,552	,088	-,230	-6,245	,000
	Ln Average drug price per DDD	-2,547	,882	-,475	-2,889	,007
	Ln Average competitors price per DDD	-1,293	,570	-,133	-2,269	,030
	Drug age	-,036	,005	-1,041	-7,593	,000
	Ln Drug price x Ln Detailing flow	,099	,076	,444	1,309	,199

	Ln Drug price x Ln Detailing stock	,800	,240	1,922	3,332	,002
	Loss of exclusivity (dummy)	-,207	,050	-,162	-4,139	,000
	Quarter 4 (dummy)	,096	,030	,087	3,222	,003
	Year 2014 (dummy)	,078	,055	,071	1,429	,162
	Year 2015 (dummy)	,159	,099	,145	1,604	,118
2	(Constant)	22,341	8,338		2,679	,012
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2014 (dummy)	,433	,340	,394	1,276	,213
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Year 2013 (dummy)	,152	,187	,138	,810	,425

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,117	,770	,447	,131
	Ln Sales in DDDs lagged two periods	,244	1,484	,147	,247
	Ln Competitive global marketing expenditures flow	-,048	-1,763	,087	-,289
	Ln Other marketing expenditures stock	-,018	-,443	,661	-,076
	Ln Global marketing expenditures stock x Ln Average competitors price	,160	1,274	,211	,213
	Quarter 2 (dummy)	,000	-,012	,990	-,002
	Quarter 3 (dummy)	,047	1,795	,082	,294
	Year 2013 (dummy)	-,138	-1,967	,057	-,320

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Sales in DDDs lagged two periods	,012
	Ln Competitive global marketing expenditures flow	,430
	Ln Other marketing expenditures stock	,218
	Ln Global marketing expenditures stock x Ln Average competitors price	,021
	Quarter 2 (dummy)	,641
	Quarter 3 (dummy)	,464
	Year 2013 (dummy)	,064

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock, Loss of exclusivity (dummy), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Quarter 3 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2013 (dummy), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Year 2014 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,994	,987	,984	,061764335	,987	255,788
2	,995	,991	,984	,060329002	,004	1,193

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,339

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,734	11	,976	255,788	,000
	Residual	,137	36	,004		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,027	1,583		13,911	,000
	Ln Detailing flow (calls)	,118	,094	,440	1,249	,220
	Ln Detailing stock (calls)	1,181	,293	2,407	4,032	,000
	Ln Competitive global marketing expenditures stock	-,530	,088	-,221	-6,002	,000
	Ln Average drug price per DDD	-2,552	,895	-,476	-2,853	,007
	Ln Average competitors price per DDD	-1,427	,570	-,147	-2,505	,017
	Drug age	-,030	,003	-,880	-11,156	,000
	Ln Drug price x Ln Detailing flow	,082	,076	,365	1,076	,289
	Ln Drug price x Ln Detailing stock	,906	,231	2,178	3,917	,000
	Loss of exclusivity (dummy)	-,208	,051	-,163	-4,114	,000
	Quarter 4 (dummy)	,071	,024	,065	2,900	,006
	Year 2015 (dummy)	,046	,060	,042	,757	,454
2	(Constant)	22,341	8,338		2,679	,012
	Ln Detailing flow (calls)	,202	,103	,758	1,975	,059
	Ln Detailing stock (calls)	,745	,405	1,519	1,842	,076
	Ln Competitive global marketing expenditures stock	-,384	,179	-,160	-2,145	,041
	Ln Average drug price per DDD	-1,595	1,156	-,298	-1,380	,179
	Ln Average competitors price per DDD	-1,931	1,014	-,199	-1,904	,068
	Drug age	-,048	,016	-1,387	-3,028	,005
	Ln Drug price x Ln Detailing flow	,153	,082	,683	1,856	,074
	Ln Drug price x Ln Detailing stock	,523	,305	1,257	1,713	,098
	Loss of exclusivity (dummy)	-,166	,056	-,130	-2,961	,006
	Quarter 4 (dummy)	,266	,126	,242	2,116	,044
	Year 2015 (dummy)	,728	,495	,662	1,472	,153
	Ln Sales in DDDs lagged one period	-,065	,184	-,067	-,354	,726
	Ln Sales in DDDs lagged two periods	,187	,221	,195	,848	,404
	Ln Competitive global marketing expenditures flow	-,041	,055	-,025	-,739	,467
	Ln Other marketing expenditures stock	,004	,011	,023	,349	,730
	Ln Global marketing expenditures stock x Ln Average competitors price	,063	,102	,143	,615	,543
	Quarter 2 (dummy)	,082	,064	,074	1,281	,211
	Quarter 3 (dummy)	,138	,093	,126	1,487	,149
	Year 2013 (dummy)	,152	,187	,138	,810	,425
	Year 2014 (dummy)	,433	,340	,394	1,276	,213

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,153	1,016	,317	,169
	Ln Sales in DDDs lagged two periods	,258	1,553	,129	,254
	Ln Competitive global marketing expenditures flow	-,048	-1,739	,091	-,282
	Ln Other marketing expenditures stock	-,005	-,130	,897	-,022
	Ln Global marketing expenditures stock x Ln Average competitors price	,122	,965	,341	,161
	Quarter 2 (dummy)	,003	,113	,910	,019
	Quarter 3 (dummy)	,016	,688	,496	,115
	Year 2013 (dummy)	-,070	-2,208	,034	-,350
	Year 2014 (dummy)	,071	1,429	,162	,235

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,015
	Ln Sales in DDDs lagged two periods	,012
	Ln Competitive global marketing expenditures flow	,430
	Ln Other marketing expenditures stock	,228
	Ln Global marketing expenditures stock x Ln Average competitors price	,022
	Quarter 2 (dummy)	,646
	Quarter 3 (dummy)	,652
	Year 2013 (dummy)	,316
	Year 2014 (dummy)	,138

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered
1	Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Loss of exclusivity (dummy), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Quarter 3 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change

1	,994	,987	,984	,061406922	,987	284,593
2	,995	,991	,984	,060329002	,004	1,133

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,375

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,731	10	1,073	284,593	,000
	Residual	,140	37	,004		
	Total	10,871	47			
2	Regression	10,773	20	,539	147,994	,000
	Residual	,098	27	,004		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,085	1,572		14,046
	Ln Detailing flow (calls)	,137	,090	,513	1,523
	Ln Detailing stock (calls)	1,252	,276	2,552	4,544
	Ln Competitive global marketing expenditures stock	-,568	,072	-,237	-7,877
	Ln Average drug price per DDD	-2,739	,855	-,511	-3,205
	Ln Average competitors price per DDD	-1,521	,553	-,156	-2,751
	Drug age	-,029	,002	-,851	-12,320
	Ln Drug price x Ln Detailing flow	,099	,072	,441	1,369
	Ln Drug price x Ln Detailing stock	,967	,216	2,324	4,482
	Loss of exclusivity (dummy)	-,221	,048	-,173	-4,644
	Quarter 4 (dummy)	,068	,024	,062	2,826

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,136
	Ln Detailing stock (calls)	,000
	Ln Competitive global marketing expenditures stock	,000
	Ln Average drug price per DDD	,003
	Ln Average competitors price per DDD	,009
	Drug age	,000
	Ln Drug price x Ln Detailing flow	,179
	Ln Drug price x Ln Detailing stock	,000
	Loss of exclusivity (dummy)	,000
	Quarter 4 (dummy)	,008

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,171	1,198	,239	,196
	Ln Sales in DDDs lagged two periods	,251	1,514	,139	,245
	Ln Competitive global marketing expenditures flow	-,049	-1,797	,081	-,287
	Ln Other marketing expenditures stock	-,013	-,339	,737	-,056
	Ln Global marketing expenditures stock x Ln Average competitors price	,116	,921	,363	,152
	Quarter 2 (dummy)	,002	,105	,917	,018
	Quarter 3 (dummy)	,012	,524	,603	,087
	Year 2013 (dummy)	-,064	-2,047	,048	-,323
	Year 2014 (dummy)	,007	,235	,815	,039
	Year 2015 (dummy)	,042	,757	,454	,125

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,017
	Ln Sales in DDDs lagged two periods	,012
	Ln Competitive global marketing expenditures flow	,432
	Ln Other marketing expenditures stock	,248
	Ln Global marketing expenditures stock x Ln Average competitors price	,022
	Quarter 2 (dummy)	,646
	Quarter 3 (dummy)	,680
	Year 2013 (dummy)	,324
	Year 2014 (dummy)	,384
	Year 2015 (dummy)	,117

10.13. Product HE5

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,999	,997	,988	,059045679	,997	105,337

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	26	8	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429

	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Quarter 3 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,997	,989	,055867314	,997	122,368
2	,999	,997	,988	,059045679	,000	,057

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	9	,000
2	1	8	,817

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	25	,382	122,368	,000
	Residual	,028	9	,003		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,033	7,372		,005	,996
	Ln Sales in DDDs lagged one period	,028	,084	,120	,331	,748
	Ln Sales in DDDs lagged two periods	,011	,019	,067	,598	,565
	Ln Detailing flow (calls)	,367	,668	,241	,550	,596
	Ln Journal advertising flow	,006	,008	,028	,808	,440
	Ln Mailing flow	,002	,008	,009	,304	,768
	Ln Competitive global marketing expenditures flow	-,038	,091	-,027	-,420	,685
	Ln Detailing stock (calls)	,127	,245	,184	,518	,617
	Ln Other marketing expenditures stock	-,013	,023	-,041	-,534	,606
	Ln Competitive global marketing expenditures stock	,210	,249	,118	,846	,420
	Ln Average drug price per DDD	-4,216	5,914	-,665	-,713	,494
	Ln Average competitors price per DDD	-2,360	2,264	-,100	-1,043	,324
	Drug age	,136	,044	2,628	3,081	,013
	Drug age^2	-,001	,000	-1,382	-2,473	,035
	Ln Drug price x Ln Detailing flow	,343	,709	,468	,484	,640
	Ln Drug price x drug age	,032	,038	,678	,855	,415
	Ipad / Tablet (% of times used in calls)	-,597	,342	-,071	-1,745	,115
	Laptop based materials (% of times used in calls)	-1,315	1,103	-,043	-1,191	,264
	Very useful (% of calls)	,270	,227	,052	1,190	,264
	Increase / Will begin to prescribe (% of calls)	,175	,342	,027	,512	,621
	Ln Avg number of products presented during the calls	,334	,199	,051	1,675	,128
	Quarter 2 (dummy)	,015	,062	,013	,242	,814
	Quarter 3 (dummy)	,027	,104	,023	,265	,797
	Quarter 4 (dummy)	,172	,150	,144	1,149	,280
	Year 2014 (dummy)	,154	,238	,140	,648	,533
	Year 2015 (dummy)	,244	,468	,222	,522	,614
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448

	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	,016	,239	,817	,084

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,078

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Average competitors price per DDD, Year 2014 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Printed material (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,997	,990	,053172689	,997	140,710
2	,999	,997	,988	,059045679	,000	,055

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	10	,000
2	2	8	,947

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	24	,398	140,710	,000
	Residual	,028	10	,003		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,399	6,867		,058	,955
	Ln Sales in DDDs lagged one period	,029	,080	,124	,359	,727
	Ln Sales in DDDs lagged two periods	,013	,017	,077	,761	,464
	Ln Detailing flow (calls)	,329	,618	,216	,533	,606
	Ln Journal advertising flow	,006	,007	,027	,816	,433
	Ln Mailing flow	,003	,007	,012	,438	,670
	Ln Competitive global marketing expenditures flow	-,041	,086	-,029	-,476	,644
	Ln Detailing stock (calls)	,124	,233	,180	,533	,606
	Ln Other marketing expenditures stock	-,013	,022	-,043	-,592	,567
	Ln Competitive global marketing expenditures stock	,209	,237	,117	,882	,399
	Ln Average drug price per DDD	-3,906	5,495	-,616	-,711	,493
	Ln Average competitors price per DDD	-2,271	2,126	-,096	-1,068	,311
	Drug age	,140	,040	2,697	3,525	,005
	Drug age^2	-,001	,000	-1,402	-2,665	,024
	Ln Drug price x Ln Detailing flow	,299	,652	,408	,459	,656
	Ln Drug price x drug age	,033	,036	,681	,903	,388

	Ipad / Tablet (% of times used in calls)	-,600	,325	-,071	-1,843	,095
	Laptop based materials (% of times used in calls)	-1,372	1,025	-,045	-1,338	,210
	Very useful (% of calls)	,262	,213	,050	1,226	,248
	Increase / Will begin to prescribe (% of calls)	,206	,303	,032	,678	,513
	Ln Avg number of products presented during the calls	,343	,186	,053	1,851	,094
	Quarter 3 (dummy)	,007	,059	,006	,124	,904
	Quarter 4 (dummy)	,143	,087	,120	1,645	,131
	Year 2014 (dummy)	,120	,184	,109	,655	,527
	Year 2015 (dummy)	,181	,369	,164	,490	,634
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Quarter 2 (dummy)	,025	,078	,021	,322	,756

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	,004	,080	,938	,027
	Quarter 2 (dummy)	,013	,242	,814	,080

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,111
	Quarter 2 (dummy)	,121

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,997	,991	,050737028	,997	161,263
2	,999	,997	,988	,059045679	,000	,041

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	11	,000
2	3	8	,988

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	23	,415	161,263	,000
	Residual	,028	11	,003		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,661	6,236		,106	,918
	Ln Sales in DDDs lagged one period	,031	,073	,136	,428	,677
	Ln Sales in DDDs lagged two periods	,013	,016	,075	,788	,447

	Ln Detailing flow (calls)	,308	,567	,202	,544	,598
	Ln Journal advertising flow	,006	,007	,027	,878	,399
	Ln Mailing flow	,003	,007	,013	,510	,620
	Ln Competitive global marketing expenditures flow	-,045	,077	-,031	-,581	,573
	Ln Detailing stock (calls)	,115	,211	,167	,546	,596
	Ln Other marketing expenditures stock	-,012	,021	-,041	-,607	,556
	Ln Competitive global marketing expenditures stock	,203	,221	,114	,917	,379
	Ln Average drug price per DDD	-3,709	5,019	-,585	-,739	,475
	Ln Average competitors price per DDD	-2,351	1,934	-,099	-1,216	,250
	Drug age	,140	,037	2,710	3,750	,003
	Drug age^2	-,001	,000	-1,416	-2,900	,014
	Ln Drug price x Ln Detailing flow	,279	,602	,380	,463	,652
	Ln Drug price x drug age	,032	,034	,662	,940	,367
	Ipad / Tablet (% of times used in calls)	-,586	,293	-,069	-2,000	,071
	Laptop based materials (% of times used in calls)	-1,357	,971	-,045	-1,397	,190
	Very useful (% of calls)	,272	,188	,052	1,449	,175
	Increase / Will begin to prescribe (% of calls)	,198	,284	,031	,699	,499
	Ln Avg number of products presented during the calls	,337	,170	,052	1,981	,073
	Quarter 4 (dummy)	,135	,054	,113	2,523	,028
	Year 2014 (dummy)	,105	,128	,095	,820	,430
	Year 2015 (dummy)	,148	,244	,134	,606	,557
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333

	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	,006	,142	,890	,045
	Quarter 2 (dummy)	,002	,052	,959	,017
	Quarter 3 (dummy)	,006	,124	,904	,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,172
	Quarter 2 (dummy)	,341
	Quarter 3 (dummy)	,122

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,998	,997	,991	,048980367	,997	180,894
2	,999	,997	,988	,059045679	,000	,064

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	12	,000
2	4	8	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,548	22	,434	180,894	,000
	Residual	,029	12	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,825	5,003		-,165	,872
	Ln Sales in DDDs lagged two periods	,010	,014	,058	,693	,502
	Ln Detailing flow (calls)	,331	,545	,217	,607	,555
	Ln Journal advertising flow	,006	,007	,028	,947	,362
	Ln Mailing flow	,003	,006	,010	,427	,677
	Ln Competitive global marketing expenditures flow	-,037	,072	-,026	-,508	,620
	Ln Detailing stock (calls)	,204	,037	,295	5,477	,000
	Ln Other marketing expenditures stock	-,011	,019	-,034	-,546	,595
	Ln Competitive global marketing expenditures stock	,252	,182	,142	1,383	,192
	Ln Average drug price per DDD	-3,990	4,804	-,630	-,831	,422
	Ln Average competitors price per DDD	-2,347	1,867	-,099	-1,257	,233
	Drug age	,147	,033	2,837	4,462	,001
	Drug age^2	-,001	,000	-1,338	-3,060	,010
	Ln Drug price x Ln Detailing flow	,290	,580	,395	,499	,626
	Ln Drug price x drug age	,037	,030	,783	1,255	,233
	Ipad / Tablet (% of times used in calls)	-,602	,281	-,071	-2,145	,053
	Laptop based materials (% of times used in calls)	-1,386	,935	-,046	-1,482	,164
	Very useful (% of calls)	,250	,174	,048	1,434	,177
	Increase / Will begin to prescribe (% of calls)	,198	,274	,031	,723	,483
	Ln Avg number of products presented during the calls	,319	,159	,049	2,005	,068
	Quarter 4 (dummy)	,128	,049	,107	2,605	,023
	Year 2014 (dummy)	,095	,121	,086	,784	,448
	Year 2015 (dummy)	,133	,233	,121	,569	,580
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715

	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,136	,428	,677	,128
	Printed material (% of times used in calls)	,007	,185	,857	,056
	Quarter 2 (dummy)	-,001	-,031	,976	-,009
	Quarter 3 (dummy)	,011	,241	,814	,072

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,003
	Printed material (% of times used in calls)	,173
	Quarter 2 (dummy)	,355
	Quarter 3 (dummy)	,132

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Quarter 3 (dummy), Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,997	,992	,047562661	,997	200,961
2	,999	,997	,988	,059045679	,000	,087

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	13	,000
2	5	8	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,547	21	,455	200,961	,000
	Residual	,029	13	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,284	4,746		-,060	,953
	Ln Sales in DDDs lagged two periods	,012	,013	,073	,979	,345
	Ln Detailing flow (calls)	,251	,506	,165	,495	,629
	Ln Journal advertising flow	,005	,006	,025	,882	,394
	Ln Mailing flow	,002	,006	,008	,371	,716
	Ln Detailing stock (calls)	,204	,036	,296	5,658	,000
	Ln Other marketing expenditures stock	-,011	,019	-,036	-,587	,567

	Ln Competitive global marketing expenditures stock	,257	,177	,144	1,454	,170
	Ln Average drug price per DDD	-3,535	4,583	-,558	-,771	,454
	Ln Average competitors price per DDD	-1,873	1,570	-,079	-1,193	,254
	Drug age	,145	,032	2,791	4,567	,001
	Drug age^2	-,001	,000	-1,254	-3,190	,007
	Ln Drug price x Ln Detailing flow	,212	,544	,289	,390	,703
	Ln Drug price x drug age	,040	,028	,841	1,414	,181
	Ipad / Tablet (% of times used in calls)	-,549	,253	-,065	-2,171	,049
	Laptop based materials (% of times used in calls)	-1,325	,900	-,044	-1,471	,165
	Very useful (% of calls)	,253	,169	,049	1,498	,158
	Increase / Will begin to prescribe (% of calls)	,172	,261	,027	,657	,523
	Ln Avg number of products presented during the calls	,315	,154	,049	2,043	,062
	Quarter 4 (dummy)	,119	,045	,099	2,674	,019
	Year 2014 (dummy)	,120	,108	,108	1,103	,290
	Year 2015 (dummy)	,176	,211	,160	,835	,419
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817

	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,090	,302	,768	,087
	Ln Competitive global marketing expenditures flow	-,026	-,508	,620	-,145
	Printed material (% of times used in calls)	,010	,253	,804	,073
	Quarter 2 (dummy)	-,003	-,116	,909	-,034
	Quarter 3 (dummy)	,016	,385	,707	,110

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,003
	Ln Competitive global marketing expenditures flow	,099
	Printed material (% of times used in calls)	,176
	Quarter 2 (dummy)	,365
	Quarter 3 (dummy)	,143

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Year 2014 (dummy), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,998	,997	,992	,046436686	,997	221,348
2	,999	,997	,988	,059045679	,000	,110

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	14	,000
2	6	8	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,546	20	,477	221,348	,000
	Residual	,030	14	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,259	4,634		-,056	,956
	Ln Sales in DDDs lagged two periods	,010	,012	,062	,878	,395
	Ln Detailing flow (calls)	,218	,491	,143	,444	,664
	Ln Journal advertising flow	,005	,006	,021	,795	,440
	Ln Mailing flow	,002	,006	,008	,347	,734
	Ln Detailing stock (calls)	,186	,019	,270	9,726	,000
	Ln Competitive global marketing expenditures stock	,271	,171	,153	1,589	,134
	Ln Average drug price per DDD	-3,226	4,445	-,509	-,726	,480
	Ln Average competitors price per DDD	-2,085	1,491	-,088	-1,398	,184
	Drug age	,139	,030	2,685	4,711	,000
	Drug age^2	-,001	,000	-1,137	-3,438	,004
	Ln Drug price x Ln Detailing flow	,178	,528	,243	,338	,740
	Ln Drug price x drug age	,040	,028	,835	1,438	,173
	Ipad / Tablet (% of times used in calls)	-,506	,236	-,060	-2,141	,050
	Laptop based materials (% of times used in calls)	-1,023	,722	-,034	-1,417	,178
	Very useful (% of calls)	,262	,164	,050	1,595	,133
	Increase / Will begin to prescribe (% of calls)	,114	,236	,018	,481	,638
	Ln Avg number of products presented during the calls	,326	,150	,050	2,176	,047
	Quarter 4 (dummy)	,120	,043	,100	2,761	,015
	Year 2014 (dummy)	,122	,106	,110	1,150	,270
	Year 2015 (dummy)	,162	,205	,147	,793	,441
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050

	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,049	,174	,864	,048
	Ln Competitive global marketing expenditures flow	-,027	-,550	,592	-,151
	Ln Other marketing expenditures stock	-,036	-,587	,567	-,161
	Printed material (% of times used in calls)	,011	,306	,764	,085
	Quarter 2 (dummy)	,001	,045	,965	,013
	Quarter 3 (dummy)	,009	,231	,821	,064

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,003
	Ln Competitive global marketing expenditures flow	,099
	Ln Other marketing expenditures stock	,063
	Printed material (% of times used in calls)	,177
	Quarter 2 (dummy)	,395
	Quarter 3 (dummy)	,154

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Mailing flow, Year 2014 (dummy), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,997	,993	,045231234	,997	245,569
2	,999	,997	,988	,059045679	,000	,115

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	15	,000
2	7	8	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,546	19	,502	245,569	,000
	Residual	,031	15	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,202	4,416		,046	,964
	Ln Sales in DDDs lagged two periods	,009	,011	,052	,789	,443
	Ln Detailing flow (calls)	,183	,473	,120	,386	,705
	Ln Journal advertising flow	,004	,005	,017	,683	,505
	Ln Mailing flow	,002	,006	,007	,312	,759
	Ln Detailing stock (calls)	,189	,018	,274	10,506	,000
	Ln Competitive global marketing expenditures stock	,248	,160	,140	1,556	,141

	Ln Average drug price per DDD	-2,987	4,302	-,471	-,694	,498
	Ln Average competitors price per DDD	-2,237	1,420	-,094	-1,576	,136
	Drug age	,138	,029	2,657	4,811	,000
	Drug age^2	-,001	,000	-1,086	-3,560	,003
	Ln Drug price x Ln Detailing flow	,143	,509	,195	,281	,783
	Ln Drug price x drug age	,041	,027	,859	1,525	,148
	Ipad / Tablet (% of times used in calls)	-,463	,213	-,055	-2,171	,046
	Laptop based materials (% of times used in calls)	-,855	,615	-,028	-1,390	,185
	Very useful (% of calls)	,300	,141	,057	2,126	,051
	Ln Avg number of products presented during the calls	,346	,140	,053	2,475	,026
	Quarter 4 (dummy)	,118	,042	,099	2,802	,013
	Year 2014 (dummy)	,113	,102	,103	1,116	,282
	Year 2015 (dummy)	,136	,192	,124	,708	,490
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Year 2015 (dummy)	,209	,517	,189	,403	,697
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,067	,244	,811	,065
	Ln Competitive global marketing expenditures flow	-,021	-,442	,665	-,117
	Ln Other marketing expenditures stock	-,021	-,374	,714	-,099
	Printed material (% of times used in calls)	,014	,382	,708	,102
	Increase / Will begin to prescribe (% of calls)	,018	,481	,638	,127
	Quarter 2 (dummy)	,004	,194	,849	,052
	Quarter 3 (dummy)	,006	,164	,872	,044

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,003
	Ln Competitive global marketing expenditures flow	,104
	Ln Other marketing expenditures stock	,074
	Printed material (% of times used in calls)	,181
	Increase / Will begin to prescribe (% of calls)	,165
	Quarter 2 (dummy)	,438
	Quarter 3 (dummy)	,157

Variables Entered/Removed

Model	Variables Entered
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Drug age, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow
2	Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2015 (dummy)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,998	,997	,993	,044521583	,997	267,512
2	,999	,997	,988	,059045679	,000	,137

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	16	,000
2	8	8	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,545	18	,530	267,512	,000
	Residual	,032	16	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,131	4,322		-,030	,976
	Ln Sales in DDDs lagged two periods	,003	,008	,020	,427	,675
	Ln Detailing flow (calls)	,207	,465	,136	,445	,662
	Ln Journal advertising flow	,002	,004	,008	,373	,714
	Ln Mailing flow	,002	,006	,008	,400	,694
	Ln Detailing stock (calls)	,188	,018	,272	10,649	,000
	Ln Competitive global marketing expenditures stock	,208	,147	,117	1,417	,176
	Ln Average drug price per DDD	-2,972	4,235	-,469	-,702	,493
	Ln Average competitors price per DDD	-2,930	1,013	-,124	-2,893	,011
	Drug age	,144	,027	2,786	5,429	,000
	Drug age^2	-,001	,000	-1,194	-4,592	,000
	Ln Drug price x Ln Detailing flow	,163	,500	,223	,327	,748
	Ln Drug price x drug age	,037	,026	,784	1,439	,169
	Ipad / Tablet (% of times used in calls)	-,474	,210	-,056	-2,263	,038
	Laptop based materials (% of times used in calls)	-,856	,605	-,028	-1,414	,176
	Very useful (% of calls)	,289	,138	,055	2,093	,053
	Ln Avg number of products presented during the calls	,353	,137	,054	2,573	,020
	Quarter 4 (dummy)	,107	,038	,089	2,780	,013
	Year 2014 (dummy)	,046	,036	,042	1,282	,218
2	(Constant)	,318	7,882		,040	,969
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734

	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Year 2015 (dummy)	,209	,517	,189	,403	,697

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,016	,061	,952	,016
	Ln Competitive global marketing expenditures flow	-,029	-,707	,491	-,179
	Ln Other marketing expenditures stock	-,021	-,376	,712	-,097
	Printed material (% of times used in calls)	,017	,500	,624	,128
	Increase / Will begin to prescribe (% of calls)	,010	,285	,779	,073
	Quarter 2 (dummy)	,006	,267	,793	,069
	Quarter 3 (dummy)	-,009	-,341	,738	-,088
	Year 2015 (dummy)	,124	,708	,490	,180

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,003
	Ln Competitive global marketing expenditures flow	,126
	Ln Other marketing expenditures stock	,074
	Printed material (% of times used in calls)	,186
	Increase / Will begin to prescribe (% of calls)	,178
	Quarter 2 (dummy)	,443
	Quarter 3 (dummy)	,283
	Year 2015 (dummy)	,007

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Very useful (% of calls), Drug age, Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Year 2015 (dummy)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,997	,993	,043437836	,997	297,547
2	,999	,997	,988	,059045679	,000	,133

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	17	,000
2	9	8	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,544	17	,561	297,547	,000
	Residual	,032	17	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,586	4,087		-,143	,888
	Ln Detailing flow (calls)	,259	,437	,170	,593	,561
	Ln Journal advertising flow	,002	,004	,010	,529	,603
	Ln Mailing flow	,002	,005	,007	,356	,726
	Ln Detailing stock (calls)	,192	,015	,278	12,835	,000
	Ln Competitive global marketing expenditures stock	,182	,130	,102	1,396	,181
	Ln Average drug price per DDD	-3,511	3,945	-,554	-,890	,386

	Ln Average competitors price per DDD	-3,245	,678	-,137	-4,783	,000
	Drug age	,146	,026	2,818	5,690	,000
	Drug age^2	-,001	,000	-1,209	-4,813	,000
	Ln Drug price x Ln Detailing flow	,227	,465	,310	,489	,631
	Ln Drug price x drug age	,039	,025	,813	1,543	,141
	Ipad / Tablet (% of times used in calls)	-,501	,195	-,059	-2,572	,020
	Laptop based materials (% of times used in calls)	-,837	,589	-,028	-1,421	,173
	Very useful (% of calls)	,288	,135	,055	2,140	,047
	Ln Avg number of products presented during the calls	,369	,129	,057	2,866	,011
	Quarter 4 (dummy)	,118	,028	,098	4,143	,001
	Year 2014 (dummy)	,052	,032	,047	1,614	,125
2	(Constant)	,318	7,882		,040	,969
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Year 2015 (dummy)	,209	,517	,189	,403	,697

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,034	-,155	,879	-,039
	Ln Sales in DDDs lagged two periods	,020	,427	,675	,106
	Ln Competitive global marketing expenditures flow	-,031	-,804	,433	-,197
	Ln Other marketing expenditures stock	-,016	-,305	,764	-,076
	Printed material (% of times used in calls)	,008	,258	,800	,064
	Increase / Will begin to prescribe (% of calls)	,007	,214	,833	,053
	Quarter 2 (dummy)	,007	,352	,729	,088
	Quarter 3 (dummy)	-,002	-,090	,930	-,022
	Year 2015 (dummy)	,031	,241	,813	,060

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,004
	Ln Sales in DDDs lagged two periods	,091
	Ln Competitive global marketing expenditures flow	,132
	Ln Other marketing expenditures stock	,076
	Printed material (% of times used in calls)	,236
	Increase / Will begin to prescribe (% of calls)	,183
	Quarter 2 (dummy)	,460
	Quarter 3 (dummy)	,377
	Year 2015 (dummy)	,013

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Average drug price per DDD, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Drug age^2, Ln Average competitors price per DDD, Very useful (% of calls), Ln Drug price x drug age, Drug age, Ln Drug price x Ln Detailing flow	.
2	Quarter 2 (dummy), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2015 (dummy)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,998	,996	,993	,044569410	,996	300,179
2	,999	,997	,988	,059045679	,001	,226

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	18	,000
2	10	8	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,541	16	,596	300,179	,000
	Residual	,036	18	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,165	3,991		,292	,774
	Ln Detailing flow (calls)	,250	,448	,164	,557	,584
	Ln Journal advertising flow	,001	,004	,004	,208	,838
	Ln Mailing flow	,000	,005	,002	,080	,937
	Ln Detailing stock (calls)	,187	,015	,271	12,529	,000
	Ln Average drug price per DDD	-3,850	4,040	-,608	-,953	,353
	Ln Average competitors price per DDD	-3,748	,590	-,158	-6,354	,000
	Drug age	,150	,026	2,898	5,742	,000
	Drug age^2	-,001	,000	-1,275	-5,033	,000
	Ln Drug price x Ln Detailing flow	,234	,478	,319	,489	,631
	Ln Drug price x drug age	,046	,025	,953	1,793	,090
	Ipad / Tablet (% of times used in calls)	-,428	,193	-,051	-2,222	,039
	Laptop based materials (% of times used in calls)	-,583	,575	-,019	-1,015	,324
	Very useful (% of calls)	,292	,138	,056	2,117	,048
	Ln Avg number of products presented during the calls	,409	,129	,063	3,180	,005
	Quarter 4 (dummy)	,134	,027	,112	5,040	,000
	Year 2014 (dummy)	,069	,031	,062	2,223	,039
2	(Constant)	,318	7,882		,040	,969
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562

	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Year 2015 (dummy)	,209	,517	,189	,403	,697

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,126	,739	,470	,176
	Ln Sales in DDDs lagged two periods	-,008	-,172	,866	-,042
	Ln Competitive global marketing expenditures flow	-,024	-,590	,563	-,142
	Ln Other marketing expenditures stock	-,037	-,747	,465	-,178
	Ln Competitive global marketing expenditures stock	,102	1,396	,181	,321
	Printed material (% of times used in calls)	-,004	-,123	,904	-,030
	Increase / Will begin to prescribe (% of calls)	,001	,030	,977	,007
	Quarter 2 (dummy)	,003	,154	,880	,037
	Quarter 3 (dummy)	-,003	-,115	,910	-,028
	Year 2015 (dummy)	,030	,234	,818	,057

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,007
	Ln Sales in DDDs lagged two periods	,110
	Ln Competitive global marketing expenditures flow	,134
	Ln Other marketing expenditures stock	,086
	Ln Competitive global marketing expenditures stock	,037
	Printed material (% of times used in calls)	,255
	Increase / Will begin to prescribe (% of calls)	,187
	Quarter 2 (dummy)	,469
	Quarter 3 (dummy)	,377

Year 2015 (dummy)	,013

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Drug age, Ln Average competitors price per DDD, Very useful (% of calls), Drug age^2, Ln Drug price x drug age, Ln Drug price x Ln Detailing flow	.
2	Laptop based materials (% of times used in calls), Quarter 2 (dummy), Quarter 3 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2015 (dummy)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,996	,993	,044603990	,996	319,626
2	,999	,997	,988	,059045679	,001	,258

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	19	,000
2	11	8	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,539	15	,636	319,626	,000
	Residual	,038	19	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,107	3,792		-,028	,978
	Ln Detailing flow (calls)	,407	,421	,267	,966	,346
	Ln Journal advertising flow	,001	,004	,004	,218	,830
	Ln Mailing flow	,000	,005	-,001	-,030	,976
	Ln Detailing stock (calls)	,190	,015	,274	12,859	,000
	Ln Average drug price per DDD	-5,192	3,820	-,819	-1,359	,190

	Ln Average competitors price per DDD	-3,851	,581	-,162	-6,623	,000
	Drug age	,147	,026	2,836	5,656	,000
	Drug age^2	-,001	,000	-1,164	-5,087	,000
	Ln Drug price x Ln Detailing flow	,406	,447	,554	,909	,375
	Ln Drug price x drug age	,048	,025	1,012	1,914	,071
	Ipad / Tablet (% of times used in calls)	-,391	,189	-,046	-2,065	,053
	Very useful (% of calls)	,260	,134	,050	1,934	,068
	Ln Avg number of products presented during the calls	,396	,128	,061	3,089	,006
	Quarter 4 (dummy)	,133	,027	,111	4,998	,000
	Year 2014 (dummy)	,077	,030	,070	2,584	,018
2	(Constant)	,318	7,882		,040	,969
	Ln Detailing flow (calls)	,302	,758	,198	,398	,701
	Ln Journal advertising flow	,007	,008	,030	,797	,448
	Ln Mailing flow	,003	,009	,011	,328	,752
	Ln Detailing stock (calls)	,119	,261	,173	,458	,659
	Ln Average drug price per DDD	-3,529	6,880	-,557	-,513	,622
	Ln Average competitors price per DDD	-2,393	2,397	-,101	-,998	,347
	Drug age	,135	,047	2,612	2,891	,020
	Drug age^2	-,001	,001	-1,424	-2,309	,050
	Ln Drug price x Ln Detailing flow	,280	,794	,382	,353	,734
	Ln Drug price x drug age	,027	,045	,572	,605	,562
	Ipad / Tablet (% of times used in calls)	-,520	,484	-,061	-1,074	,314
	Very useful (% of calls)	,315	,306	,060	1,029	,333
	Ln Avg number of products presented during the calls	,280	,306	,043	,915	,387
	Quarter 4 (dummy)	,166	,160	,139	1,034	,332
	Year 2014 (dummy)	,136	,262	,123	,517	,619
	Ln Sales in DDDs lagged one period	,030	,089	,128	,333	,748
	Ln Sales in DDDs lagged two periods	,011	,020	,065	,543	,602
	Ln Competitive global marketing expenditures flow	-,039	,097	-,027	-,403	,698
	Ln Other marketing expenditures stock	-,010	,027	-,033	-,379	,715
	Ln Competitive global marketing expenditures stock	,234	,282	,132	,833	,429
	Laptop based materials (% of times used in calls)	-1,157	1,339	-,038	-,864	,413
	Printed material (% of times used in calls)	,090	,377	,016	,239	,817
	Increase / Will begin to prescribe (% of calls)	,119	,433	,019	,274	,791
	Quarter 2 (dummy)	,025	,078	,021	,322	,756
	Quarter 3 (dummy)	,027	,110	,023	,248	,810
	Year 2015 (dummy)	,209	,517	,189	,403	,697

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,123	,719	,481	,167
	Ln Sales in DDDs lagged two periods	-,005	-,108	,915	-,025
	Ln Competitive global marketing expenditures flow	-,021	-,535	,599	-,125
	Ln Other marketing expenditures stock	-,005	-,113	,912	-,027
	Ln Competitive global marketing expenditures stock	,070	,979	,340	,225
	Laptop based materials (% of times used in calls)	-,019	-1,015	,324	-,233
	Printed material (% of times used in calls)	,004	,125	,902	,029
	Increase / Will begin to prescribe (% of calls)	-,013	-,412	,685	-,097
	Quarter 2 (dummy)	,002	,100	,922	,024
	Quarter 3 (dummy)	-,002	-,077	,939	-,018
	Year 2015 (dummy)	,037	,288	,777	,068

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,007
	Ln Sales in DDDs lagged two periods	,111
	Ln Competitive global marketing expenditures flow	,135
	Ln Other marketing expenditures stock	,119
	Ln Competitive global marketing expenditures stock	,040
	Laptop based materials (% of times used in calls)	,578
	Printed material (% of times used in calls)	,272
	Increase / Will begin to prescribe (% of calls)	,232
	Quarter 2 (dummy)	,470
	Quarter 3 (dummy)	,378
	Year 2015 (dummy)	,013

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Mailing flow, Ln Avg number of products presented during the calls, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Drug age, Ln Average competitors price per DDD, Very useful (% of calls), Drug age^2, Ln Drug price x Ln Detailing flow	.
2	Laptop based materials (% of times used in calls), Quarter 2 (dummy), Quarter 3 (dummy), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Year 2015 (dummy), Ln Drug price x drug age	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,995	,992	,047480260	,995	301,991
2	,999	,997	,988	,059045679	,002	,411

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	20	,000
2	12	8	,920

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,531	14	,681	301,991	,000
	Residual	,045	20	,002		
	Total	9,576	34			
2	Regression	9,548	26	,367	105,337	,000
	Residual	,028	8	,003		
	Total	9,576	34			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	4,086	3,295		1,240
	Ln Detailing flow (calls)	,120	,419	,079	,286
	Ln Journal advertising flow	,002	,004	,007	,358
	Ln Mailing flow	,001	,006	,005	,234
	Ln Detailing stock (calls)	,192	,016	,278	12,284
	Ln Average drug price per DDD	-,983	3,325	-,155	-,296
	Ln Average competitors price per DDD	-3,683	,612	-,155	-6,019
	Drug age	,102	,012	1,979	8,254
	Drug age^2	-,001	,000	-1,225	-5,078
	Ln Drug price x Ln Detailing flow	,113	,447	,154	,253
	Ipad / Tablet (% of times used in calls)	-,434	,200	-,051	-2,173
	Very useful (% of calls)	,321	,139	,061	2,304
	Ln Avg number of products presented during the calls	,459	,132	,071	3,476
	Quarter 4 (dummy)	,123	,028	,103	4,432
	Year 2014 (dummy)	,077	,032	,070	2,427

Coefficients

Model		Sig.
1	(Constant)	,229
	Ln Detailing flow (calls)	,778
	Ln Journal advertising flow	,724
	Ln Mailing flow	,817
	Ln Detailing stock (calls)	,000
	Ln Average drug price per DDD	,770

	Ln Average competitors price per DDD	,000
	Drug age	,000
	Drug age^2	,000
	Ln Drug price x Ln Detailing flow	,803
	Ipad / Tablet (% of times used in calls)	,042
	Very useful (% of calls)	,032
	Ln Avg number of products presented during the calls	,002
	Quarter 4 (dummy)	,000
	Year 2014 (dummy)	,025

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,213	1,286	,214	,283
	Ln Sales in DDDs lagged two periods	-,001	-,022	,982	-,005
	Ln Competitive global marketing expenditures flow	-,026	-,622	,541	-,141
	Ln Other marketing expenditures stock	,000	-,003	,997	-,001
	Ln Competitive global marketing expenditures stock	,089	1,191	,248	,263
	Ln Drug price x drug age	1,012	1,914	,071	,402
	Laptop based materials (% of times used in calls)	-,023	-1,152	,264	-,256
	Printed material (% of times used in calls)	,012	,408	,688	,093
	Increase / Will begin to prescribe (% of calls)	-,011	-,332	,743	-,076
	Quarter 2 (dummy)	,005	,207	,838	,048
	Quarter 3 (dummy)	,005	,181	,858	,042
	Year 2015 (dummy)	-,017	-,126	,901	-,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,008
	Ln Sales in DDDs lagged two periods	,111
	Ln Competitive global marketing expenditures flow	,135
	Ln Other marketing expenditures stock	,119
	Ln Competitive global marketing expenditures stock	,041
	Ln Drug price x drug age	,001
	Laptop based materials (% of times used in calls)	,585
	Printed material (% of times used in calls)	,280
	Increase / Will begin to prescribe (% of calls)	,232
	Quarter 2 (dummy)	,472
	Quarter 3 (dummy)	,386
	Year 2015 (dummy)	,014

10.14. Product LI1

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,775	,601	,148	,080915055	,601	1,327

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,253

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566

	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Mailing flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Quarter 3 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,775	,601	,185	,079136822	,601	1,445
2	,775	,601	,148	,080915055	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,191
2	1	22	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	24	,009	1,445	,191
	Residual	,144	23	,006		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,555	9,248		3,088	,005
	Ln Sales in DDDs lagged one period	-,499	,221	-,501	-2,256	,034
	Ln Sales in DDDs lagged two periods	,074	,252	,074	,295	,771
	Ln Detailing flow (calls)	-,018	,071	-,090	-,253	,802
	Ln Journal advertising flow	,001	,004	,052	,275	,786
	Ln Mailing flow	-,005	,007	-,138	-,815	,423
	Ln Competitive global marketing expenditures flow	,076	,094	,298	,803	,430
	Ln Detailing stock (calls)	-,133	,193	-,582	-,690	,497
	Ln Other marketing expenditures stock	,037	,058	,280	,639	,529
	Ln Competitive global marketing expenditures stock	-,186	,249	-,590	-,745	,464
	Ln Average drug price per DDD	-,314	2,859	-,058	-,110	,914
	Ln Average competitors price per DDD	1,786	2,593	,856	,689	,498
	Drug age	-,058	,062	-9,217	-,936	,359
	Drug age^2	,000	,000	4,619	,482	,634
	Laptop based materials (% of times used in calls)	,890	,764	,358	1,165	,256
	Printed material (% of times used in calls)	-,068	,182	-,094	-,372	,713
	Very useful (% of calls)	,089	,277	,081	,320	,752
	Increase / Will begin to prescribe (% of calls)	,185	,231	,183	,799	,433
	Ln Avg number of products presented during the calls	,054	,288	,045	,189	,852
	Quarter 2 (dummy)	,111	,081	,553	1,360	,187
	Quarter 3 (dummy)	,250	,122	1,246	2,039	,053
	Quarter 4 (dummy)	,297	,173	1,484	1,714	,100
	Year 2013 (dummy)	,233	,242	1,162	,964	,345
	Year 2014 (dummy)	,702	,435	3,506	1,613	,120
	Year 2015 (dummy)	1,105	,679	5,516	1,627	,117
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436

	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,003	,014	,989	,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,432

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age	.
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,775	,601	,218	,077530659	,601	1,569
2	,775	,601	,148	,080915055	,001	,017

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,140
2	2	22	,983

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,217	23	,009	1,569	,140
	Residual	,144	24	,006		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,560	9,060		3,152	,004
	Ln Sales in DDDs lagged one period	-,509	,210	-,511	-2,422	,023
	Ln Sales in DDDs lagged two periods	,068	,245	,068	,278	,784
	Ln Detailing flow (calls)	-,018	,070	-,089	-,255	,801
	Ln Journal advertising flow	,001	,004	,059	,321	,751
	Ln Mailing flow	-,005	,006	-,138	-,831	,414
	Ln Competitive global marketing expenditures flow	,080	,090	,314	,887	,384
	Ln Detailing stock (calls)	-,118	,172	-,517	-,686	,499
	Ln Other marketing expenditures stock	,039	,056	,295	,702	,490
	Ln Competitive global marketing expenditures stock	-,192	,241	-,611	-,796	,434
	Ln Average drug price per DDD	-,383	2,777	-,070	-,138	,891
	Ln Average competitors price per DDD	2,013	2,250	,965	,894	,380
	Drug age	-,056	,060	-8,939	-,938	,358
	Drug age^2	,000	,000	4,495	,480	,635
	Laptop based materials (% of times used in calls)	,911	,739	,367	1,233	,230

	Printed material (% of times used in calls)	-,075	,174	-,104	-,430	,671
	Very useful (% of calls)	,112	,242	,103	,464	,646
	Increase / Will begin to prescribe (% of calls)	,169	,211	,167	,800	,432
	Quarter 2 (dummy)	,109	,079	,542	1,375	,182
	Quarter 3 (dummy)	,246	,119	1,230	2,075	,049
	Quarter 4 (dummy)	,291	,167	1,453	1,744	,094
	Year 2013 (dummy)	,234	,236	1,170	,991	,331
	Year 2014 (dummy)	,702	,427	3,504	1,645	,113
	Year 2015 (dummy)	1,112	,665	5,553	1,674	,107
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,011	,055	,956	,012
	Ln Avg number of products presented during the calls	,045	,189	,852	,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,454
	Ln Avg number of products presented during the calls	,304

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Mailing flow, Year 2014 (dummy), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age	.
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,774	,599	,247	,076086234	,599	1,699
2	,775	,601	,148	,080915055	,002	,035

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,101
2	3	22	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,216	22	,010	1,699	,101
	Residual	,145	25	,006		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,350	6,252		4,854	,000
	Ln Sales in DDDs lagged one period	-,539	,178	-,540	-3,020	,006
	Ln Detailing flow (calls)	-,019	,068	-,095	-,279	,782

	Ln Journal advertising flow	,002	,004	,071	,413	,683
	Ln Mailing flow	-,005	,006	-,124	-,798	,432
	Ln Competitive global marketing expenditures flow	,080	,088	,313	,901	,376
	Ln Detailing stock (calls)	-,130	,163	-,570	-,798	,432
	Ln Other marketing expenditures stock	,042	,053	,319	,788	,438
	Ln Competitive global marketing expenditures stock	-,200	,236	-,635	-,848	,405
	Ln Average drug price per DDD	-,639	2,572	-,117	-,248	,806
	Ln Average competitors price per DDD	2,138	2,164	1,025	,988	,333
	Drug age	-,061	,056	-9,782	-1,103	,281
	Drug age^2	,000	,000	5,681	,695	,493
	Laptop based materials (% of times used in calls)	,897	,724	,361	1,239	,227
	Printed material (% of times used in calls)	-,069	,170	-,096	-,407	,688
	Very useful (% of calls)	,119	,236	,109	,505	,618
	Increase / Will begin to prescribe (% of calls)	,156	,202	,155	,772	,448
	Quarter 2 (dummy)	,096	,065	,482	1,494	,148
	Quarter 3 (dummy)	,233	,107	1,163	2,186	,038
	Quarter 4 (dummy)	,271	,147	1,352	1,838	,078
	Year 2013 (dummy)	,202	,201	1,007	1,002	,326
	Year 2014 (dummy)	,648	,373	3,236	1,737	,095
	Year 2015 (dummy)	1,023	,571	5,108	1,793	,085
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126

	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,068	,278	,784	,057
	Ipad / Tablet (% of times used in calls)	,009	,045	,965	,009
	Ln Avg number of products presented during the calls	,036	,153	,879	,031

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,280
	Ipad / Tablet (% of times used in calls)	,455
	Ln Avg number of products presented during the calls	,310

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age	.
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,772	,597	,271	,074855217	,597	1,831
2	,775	,601	,148	,080915055	,005	,063

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	21	26	,072
2	4	22	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,215	21	,010	1,831	,072
	Residual	,146	26	,006		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	30,877	6,017		5,131	,000
	Ln Sales in DDDs lagged one period	-,524	,172	-,526	-3,049	,005
	Ln Detailing flow (calls)	-,030	,061	-,151	-,492	,627
	Ln Journal advertising flow	,001	,004	,060	,358	,723
	Ln Mailing flow	-,004	,006	-,112	-,748	,461
	Ln Competitive global marketing expenditures flow	,087	,085	,342	1,023	,316
	Ln Detailing stock (calls)	-,121	,159	-,532	-,763	,452
	Ln Other marketing expenditures stock	,046	,052	,346	,881	,386
	Ln Competitive global marketing expenditures stock	-,227	,222	-,720	-1,018	,318
	Ln Average drug price per DDD	-,105	2,176	-,019	-,048	,962
	Ln Average competitors price per DDD	2,065	2,122	,991	,974	,339
	Drug age	-,064	,054	-10,211	-1,178	,249
	Drug age^2	,000	,000	5,714	,711	,484
	Laptop based materials (% of times used in calls)	,968	,692	,390	1,400	,173
	Very useful (% of calls)	,125	,232	,114	,540	,594
	Increase / Will begin to prescribe (% of calls)	,157	,199	,155	,789	,437
	Quarter 2 (dummy)	,105	,060	,525	1,754	,091
	Quarter 3 (dummy)	,249	,098	1,243	2,552	,017
	Quarter 4 (dummy)	,288	,139	1,438	2,074	,048
	Year 2013 (dummy)	,225	,189	1,125	1,189	,245
	Year 2014 (dummy)	,696	,349	3,473	1,995	,057
	Year 2015 (dummy)	1,102	,528	5,503	2,088	,047
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486

	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,055	,231	,819	,046
	Ipad / Tablet (% of times used in calls)	,001	,005	,996	,001
	Printed material (% of times used in calls)	-,096	-,407	,688	-,081
	Ln Avg number of products presented during the calls	,054	,244	,810	,049

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,284
	Ipad / Tablet (% of times used in calls)	,459
	Printed material (% of times used in calls)	,286
	Ln Avg number of products presented during the calls	,327

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age	.
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Very useful (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,769	,592	,290	,073866614	,592	1,960
2	,775	,601	,148	,080915055	,009	,100

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,052
2	5	22	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,214	20	,011	1,960	,052
	Residual	,147	27	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,899	5,938		5,204	,000
	Ln Sales in DDDs lagged one period	-,517	,169	-,519	-3,057	,005
	Ln Detailing flow (calls)	-,033	,060	-,167	-,554	,584
	Ln Journal advertising flow	,002	,004	,076	,464	,646
	Ln Mailing flow	-,004	,006	-,105	-,712	,483
	Ln Competitive global marketing expenditures flow	,079	,083	,313	,959	,346
	Ln Detailing stock (calls)	-,134	,155	-,588	-,866	,394
	Ln Other marketing expenditures stock	,037	,049	,282	,764	,451
	Ln Competitive global marketing expenditures stock	-,197	,213	-,626	-,925	,363
	Ln Average drug price per DDD	,091	2,117	,017	,043	,966
	Ln Average competitors price per DDD	1,626	1,933	,780	,841	,408
	Drug age	-,065	,054	-10,367	-1,213	,236
	Drug age^2	,000	,000	5,596	,706	,486
	Laptop based materials (% of times used in calls)	,852	,648	,343	1,313	,200
	Increase / Will begin to prescribe (% of calls)	,220	,158	,218	1,393	,175
	Quarter 2 (dummy)	,107	,059	,535	1,816	,080

	Quarter 3 (dummy)	,253	,096	1,261	2,632	,014
	Quarter 4 (dummy)	,300	,135	1,498	2,219	,035
	Year 2013 (dummy)	,239	,185	1,192	1,288	,209
	Year 2014 (dummy)	,710	,343	3,543	2,068	,048
	Year 2015 (dummy)	1,106	,521	5,520	2,123	,043
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Drug age^2	,000	,000	4,635	,470	,643
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,066	,284	,778	,056
	Ipad / Tablet (% of times used in calls)	,029	,162	,872	,032
	Printed material (% of times used in calls)	-,104	-,445	,660	-,087
	Very useful (% of calls)	,114	,540	,594	,105
	Ln Avg number of products presented during the calls	,090	,461	,649	,090

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,287
	Ipad / Tablet (% of times used in calls)	,502
	Printed material (% of times used in calls)	,287
	Very useful (% of calls)	,346
	Ln Avg number of products presented during the calls	,406

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age	.
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Very useful (% of calls), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,765	,585	,303	,073201322	,585	2,074
2	,775	,601	,148	,080915055	,017	,153

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,039
2	6	22	,986

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,211	19	,011	2,074	,039
	Residual	,150	28	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,220	5,391		5,420	,000
	Ln Sales in DDDs lagged one period	-,492	,164	-,493	-3,003	,006
	Ln Detailing flow (calls)	-,027	,059	-,134	-,455	,653
	Ln Journal advertising flow	,000	,003	,016	,117	,907
	Ln Mailing flow	-,005	,006	-,126	-,876	,389
	Ln Competitive global marketing expenditures flow	,088	,081	,346	1,085	,287
	Ln Detailing stock (calls)	-,132	,154	-,576	-,856	,399
	Ln Other marketing expenditures stock	,029	,047	,217	,612	,546
	Ln Competitive global marketing expenditures stock	-,231	,205	-,736	-1,129	,268
	Ln Average drug price per DDD	,888	1,775	,163	,500	,621
	Ln Average competitors price per DDD	1,959	1,858	,939	1,054	,301
	Drug age	-,029	,017	-4,641	-1,749	,091
	Laptop based materials (% of times used in calls)	,929	,633	,374	1,467	,154
	Increase / Will begin to prescribe (% of calls)	,228	,156	,226	1,460	,155
	Quarter 2 (dummy)	,113	,058	,566	1,957	,060
	Quarter 3 (dummy)	,258	,095	1,289	2,722	,011
	Quarter 4 (dummy)	,299	,134	1,495	2,234	,034
	Year 2013 (dummy)	,210	,179	1,049	1,172	,251
	Year 2014 (dummy)	,688	,339	3,434	2,031	,052
	Year 2015 (dummy)	1,123	,516	5,606	2,178	,038
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126

	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,118	,574	,571	,110
	Drug age^2	5,596	,706	,486	,135
	Ipad / Tablet (% of times used in calls)	,008	,046	,963	,009
	Printed material (% of times used in calls)	-,105	-,455	,652	-,087
	Very useful (% of calls)	,110	,526	,603	,101
	Ln Avg number of products presented during the calls	,070	,365	,718	,070

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,359
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,516
	Printed material (% of times used in calls)	,287
	Very useful (% of calls)	,346
	Ln Avg number of products presented during the calls	,414

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age
2	Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,761	,579	,318	,072407553	,579	2,216
2	,775	,601	,148	,080915055	,022	,175

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,027
2	7	22	,988

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,209	18	,012	2,216	,027
	Residual	,152	29	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,809	5,291		5,445	,000
	Ln Sales in DDDs lagged one period	-,483	,161	-,485	-2,994	,006
	Ln Detailing flow (calls)	-,034	,057	-,169	-,593	,558
	Ln Journal advertising flow	,001	,003	,042	,323	,749
	Ln Mailing flow	-,005	,006	-,122	-,862	,396
	Ln Competitive global marketing expenditures flow	,076	,078	,299	,975	,338
	Ln Detailing stock (calls)	-,108	,147	-,474	-,734	,469
	Ln Competitive global marketing expenditures stock	-,191	,192	-,609	-,996	,327
	Ln Average drug price per DDD	,692	1,727	,127	,401	,691
	Ln Average competitors price per DDD	1,508	1,687	,723	,894	,379
	Drug age	-,030	,016	-4,792	-1,834	,077
	Laptop based materials (% of times used in calls)	,788	,583	,317	1,350	,187
	Increase / Will begin to prescribe (% of calls)	,218	,154	,217	1,420	,166
	Quarter 2 (dummy)	,112	,057	,560	1,960	,060
	Quarter 3 (dummy)	,250	,093	1,249	2,693	,012
	Quarter 4 (dummy)	,294	,132	1,470	2,225	,034
	Year 2013 (dummy)	,221	,176	1,104	1,253	,220
	Year 2014 (dummy)	,687	,335	3,428	2,049	,050
	Year 2015 (dummy)	1,096	,508	5,473	2,157	,039
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486

	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age	-,058	,064	-9,242	-,904	,376
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,122	,603	,552	,113
	Ln Other marketing expenditures stock	,217	,612	,546	,115
	Drug age^2	4,072	,534	,597	,100
	Ipad / Tablet (% of times used in calls)	,039	,243	,810	,046
	Printed material (% of times used in calls)	-,124	-,551	,586	-,104
	Very useful (% of calls)	,064	,321	,751	,061
	Ln Avg number of products presented during the calls	,080	,421	,677	,079

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,360
	Ln Other marketing expenditures stock	,118
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,578
	Printed material (% of times used in calls)	,295
	Very useful (% of calls)	,381
	Ln Avg number of products presented during the calls	,417

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age	.
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,753	,567	,322	,072164381	,567	2,315
2	,775	,601	,148	,080915055	,034	,233

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,022
2	8	22	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,205	17	,012	2,315	,022
	Residual	,156	30	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,290	5,008		6,048	,000
	Ln Sales in DDDs lagged one period	-,477	,161	-,479	-2,968	,006
	Ln Detailing flow (calls)	-,039	,057	-,193	-,680	,502
	Ln Journal advertising flow	,001	,003	,028	,220	,827
	Ln Mailing flow	-,004	,006	-,109	-,778	,443
	Ln Competitive global marketing expenditures flow	,069	,077	,271	,893	,379
	Ln Detailing stock (calls)	-,141	,142	-,617	-,990	,330

	Ln Competitive global marketing expenditures stock	-,220	,189	-,700	-1,165	,253
	Ln Average drug price per DDD	1,093	1,662	,201	,658	,516
	Drug age	-,036	,015	-5,728	-2,400	,023
	Laptop based materials (% of times used in calls)	,726	,577	,292	1,258	,218
	Increase / Will begin to prescribe (% of calls)	,202	,152	,201	1,329	,194
	Quarter 2 (dummy)	,112	,057	,560	1,967	,059
	Quarter 3 (dummy)	,250	,093	1,250	2,703	,011
	Quarter 4 (dummy)	,313	,130	1,562	2,400	,023
	Year 2013 (dummy)	,214	,176	1,067	1,217	,233
	Year 2014 (dummy)	,677	,334	3,381	2,029	,051
	Year 2015 (dummy)	1,098	,507	5,484	2,169	,038
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,162	,838	,409	,154
	Ln Other marketing expenditures stock	,069	,211	,834	,039
	Ln Average competitors price per DDD	,723	,894	,379	,164
	Drug age^2	5,778	,818	,420	,150
	Ipad / Tablet (% of times used in calls)	,056	,353	,727	,065
	Printed material (% of times used in calls)	-,083	-,374	,711	-,069
	Very useful (% of calls)	,007	,036	,971	,007
	Ln Avg number of products presented during the calls	,112	,612	,546	,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,392
	Ln Other marketing expenditures stock	,140
	Ln Average competitors price per DDD	,022
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,587
	Printed material (% of times used in calls)	,306
	Very useful (% of calls)	,420
	Ln Avg number of products presented during the calls	,439

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,746	,556	,327	,071929220	,556	2,425
2	,775	,601	,148	,080915055	,045	,277

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,017
2	9	22	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,201	16	,013	2,425	,017
	Residual	,160	31	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	31,911	4,653		6,859	,000
	Ln Sales in DDDs lagged one period	-,543	,143	-,544	-3,803	,001
	Ln Detailing flow (calls)	-,029	,056	-,143	-,517	,609
	Ln Journal advertising flow	,001	,003	,041	,323	,749
	Ln Mailing flow	-,004	,005	-,095	-,681	,501
	Ln Detailing stock (calls)	-,164	,139	-,716	-1,173	,250
	Ln Competitive global marketing expenditures stock	-,172	,180	-,546	-,952	,348
	Ln Average drug price per DDD	1,094	1,656	,201	,660	,514
	Drug age	-,038	,015	-6,134	-2,627	,013
	Laptop based materials (% of times used in calls)	,526	,530	,212	,991	,329
	Increase / Will begin to prescribe (% of calls)	,189	,151	,188	1,253	,220
	Quarter 2 (dummy)	,124	,055	,620	2,248	,032
	Quarter 3 (dummy)	,253	,092	1,263	2,742	,010
	Quarter 4 (dummy)	,336	,127	1,679	2,645	,013
	Year 2013 (dummy)	,221	,175	1,105	1,266	,215
	Year 2014 (dummy)	,717	,330	3,579	2,174	,037
	Year 2015 (dummy)	1,147	,502	5,724	2,284	,029
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357

	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,159	,828	,414	,149
	Ln Competitive global marketing expenditures flow	,271	,893	,379	,161
	Ln Other marketing expenditures stock	,013	,040	,968	,007
	Ln Average competitors price per DDD	,645	,802	,429	,145
	Drug age^2	6,634	,959	,345	,172
	Ipad / Tablet (% of times used in calls)	,088	,579	,567	,105
	Printed material (% of times used in calls)	-,115	-,532	,599	-,097
	Very useful (% of calls)	-,003	-,016	,987	-,003
	Ln Avg number of products presented during the calls	,129	,714	,481	,129

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,392
	Ln Competitive global marketing expenditures flow	,156
	Ln Other marketing expenditures stock	,145
	Ln Average competitors price per DDD	,022
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,632
	Printed material (% of times used in calls)	,316
	Very useful (% of calls)	,422
	Ln Avg number of products presented during the calls	,445

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,737	,543	,329	,071823717	,543	2,534
2	,775	,601	,148	,080915055	,058	,321

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,013
2	10	22	,967

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,196	15	,013	2,534	,013
	Residual	,165	32	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,559	3,036		9,407	,000
	Ln Sales in DDDs lagged one period	-,546	,142	-,547	-3,831	,001
	Ln Detailing flow (calls)	-,013	,053	-,066	-,250	,804
	Ln Journal advertising flow	,001	,003	,041	,322	,750
	Ln Mailing flow	-,004	,005	-,108	-,781	,441
	Ln Detailing stock (calls)	-,119	,131	-,521	-,906	,371
	Ln Average drug price per DDD	1,300	1,640	,239	,793	,434
	Drug age	-,033	,014	-5,299	-2,452	,020
	Laptop based materials (% of times used in calls)	,424	,519	,171	,818	,419

	Increase / Will begin to prescribe (% of calls)	,158	,147	,157	1,073	,291
	Quarter 2 (dummy)	,125	,055	,622	2,258	,031
	Quarter 3 (dummy)	,250	,092	1,250	2,720	,010
	Quarter 4 (dummy)	,335	,127	1,673	2,638	,013
	Year 2013 (dummy)	,250	,172	1,247	1,452	,156
	Year 2014 (dummy)	,715	,329	3,567	2,170	,038
	Year 2015 (dummy)	1,142	,501	5,702	2,279	,030
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,189	1,015	,318	,179
	Ln Competitive global marketing expenditures flow	,170	,581	,566	,104
	Ln Other marketing expenditures stock	-,078	-,259	,798	-,046
	Ln Competitive global marketing expenditures stock	-,546	-,952	,348	-,169
	Ln Average competitors price per DDD	,769	,982	,334	,174

	Drug age^2	7,943	1,223	,231	,215
	Ipad / Tablet (% of times used in calls)	,080	,529	,601	,095
	Printed material (% of times used in calls)	-,145	-,688	,497	-,123
	Very useful (% of calls)	-,038	-,206	,838	-,037
	Ln Avg number of products presented during the calls	,131	,728	,472	,130

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,410
	Ln Competitive global marketing expenditures flow	,170
	Ln Other marketing expenditures stock	,162
	Ln Competitive global marketing expenditures stock	,044
	Ln Average competitors price per DDD	,023
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,634
	Printed material (% of times used in calls)	,326
	Very useful (% of calls)	,440
	Ln Avg number of products presented during the calls	,445

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,730	,533	,335	,071463263	,533	2,694
2	,775	,601	,148	,080915055	,068	,340

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,010
2	11	22	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,193	14	,014	2,694	,010
	Residual	,169	33	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,416	3,016		9,423	,000
	Ln Sales in DDDs lagged one period	-,547	,142	-,548	-3,858	,001
	Ln Detailing flow (calls)	-,013	,053	-,064	-,242	,810
	Ln Journal advertising flow	,001	,003	,046	,360	,721
	Ln Mailing flow	-,003	,005	-,083	-,620	,540
	Ln Detailing stock (calls)	-,136	,129	-,595	-1,054	,300
	Ln Average drug price per DDD	,634	1,416	,116	,448	,657
	Drug age	-,033	,013	-5,277	-2,454	,020
	Increase / Will begin to prescribe (% of calls)	,140	,145	,139	,968	,340
	Quarter 2 (dummy)	,122	,055	,610	2,230	,033
	Quarter 3 (dummy)	,243	,091	1,214	2,666	,012
	Quarter 4 (dummy)	,334	,126	1,665	2,640	,013
	Year 2013 (dummy)	,223	,168	1,114	1,328	,193
	Year 2014 (dummy)	,672	,323	3,352	2,077	,046
	Year 2015 (dummy)	1,071	,491	5,348	2,181	,036
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486

	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,165	,893	,379	,156
	Ln Competitive global marketing expenditures flow	,076	,277	,783	,049
	Ln Other marketing expenditures stock	-,119	-,402	,690	-,071
	Ln Competitive global marketing expenditures stock	-,432	-,769	,448	-,135
	Ln Average competitors price per DDD	,676	,873	,389	,152
	Drug age^2	8,382	1,307	,201	,225
	Ipad / Tablet (% of times used in calls)	,112	,810	,424	,142
	Laptop based materials (% of times used in calls)	,171	,818	,419	,143
	Printed material (% of times used in calls)	-,164	-,786	,437	-,138
	Very useful (% of calls)	-,056	-,309	,759	-,055
	Ln Avg number of products presented during the calls	,120	,667	,510	,117

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,418
	Ln Competitive global marketing expenditures flow	,192
	Ln Other marketing expenditures stock	,167
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,024
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,746
	Laptop based materials (% of times used in calls)	,328
	Printed material (% of times used in calls)	,330
	Very useful (% of calls)	,447
	Ln Avg number of products presented during the calls	,448

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 2 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,721	,520	,337	,071396883	,520	2,835
2	,775	,601	,148	,080915055	,081	,373

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,007
2	12	22	,960

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,188	13	,014	2,835	,007
	Residual	,173	34	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,970	2,978		9,394	,000
	Ln Sales in DDDs lagged one period	-,525	,140	-,526	-3,755	,001
	Ln Detailing flow (calls)	-,012	,053	-,058	-,221	,826
	Ln Journal advertising flow	,001	,003	,039	,311	,758
	Ln Mailing flow	-,003	,005	-,085	-,631	,532
	Ln Detailing stock (calls)	-,119	,128	-,523	-,936	,356
	Ln Average drug price per DDD	,670	1,414	,123	,474	,639
	Drug age	-,033	,013	-5,267	-2,452	,019
	Quarter 2 (dummy)	,125	,055	,624	2,287	,029
	Quarter 3 (dummy)	,247	,091	1,231	2,709	,010

	Quarter 4 (dummy)	,341	,126	1,704	2,709	,010
	Year 2013 (dummy)	,238	,167	1,188	1,423	,164
	Year 2014 (dummy)	,691	,322	3,452	2,144	,039
	Year 2015 (dummy)	1,103	,490	5,508	2,253	,031
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2013 (dummy)	,233	,248	1,163	,940	,357
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370
	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,121	,668	,509	,115
	Ln Competitive global marketing expenditures flow	,082	,297	,768	,052
	Ln Other marketing expenditures stock	-,099	-,336	,739	-,058
	Ln Competitive global marketing expenditures stock	-,318	-,574	,570	-,099
	Ln Average competitors price per DDD	,564	,733	,469	,127
	Drug age^2	8,028	1,252	,219	,213
	Ipad / Tablet (% of times used in calls)	,121	,878	,386	,151

	Laptop based materials (% of times used in calls)	,138	,666	,510	,115
	Printed material (% of times used in calls)	-,162	-,779	,441	-,134
	Very useful (% of calls)	,051	,365	,718	,063
	Increase / Will begin to prescribe (% of calls)	,139	,968	,340	,166
	Ln Avg number of products presented during the calls	,098	,550	,586	,095

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,437
	Ln Competitive global marketing expenditures flow	,192
	Ln Other marketing expenditures stock	,168
	Ln Competitive global marketing expenditures stock	,047
	Ln Average competitors price per DDD	,024
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,749
	Laptop based materials (% of times used in calls)	,335
	Printed material (% of times used in calls)	,330
	Very useful (% of calls)	,745
	Increase / Will begin to prescribe (% of calls)	,685
	Ln Avg number of products presented during the calls	,454

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Quarter 2 (dummy), Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age
2	Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,701	,492	,317	,072434323	,492	2,820
2	,775	,601	,148	,080915055	,110	,465

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,008
2	13	22	,922

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,178	12	,015	2,820	,008
	Residual	,184	35	,005		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,236	2,756		9,519	,000
	Ln Sales in DDDs lagged one period	-,520	,142	-,522	-3,668	,001
	Ln Detailing flow (calls)	,011	,051	,055	,216	,830
	Ln Journal advertising flow	,001	,003	,055	,429	,671
	Ln Mailing flow	-,003	,005	-,075	-,550	,586
	Ln Detailing stock (calls)	-,164	,125	-,719	-1,308	,199
	Ln Average drug price per DDD	,305	1,411	,056	,216	,830
	Drug age	-,015	,005	-2,405	-3,145	,003
	Quarter 2 (dummy)	,065	,035	,324	1,843	,074
	Quarter 3 (dummy)	,127	,036	,636	3,528	,001
	Quarter 4 (dummy)	,172	,043	,860	4,035	,000
	Year 2014 (dummy)	,241	,063	1,204	3,845	,000
	Year 2015 (dummy)	,418	,090	2,088	4,626	,000
2	(Constant)	28,565	9,483		3,012	,006
	Ln Sales in DDDs lagged one period	-,499	,226	-,501	-2,205	,038
	Ln Detailing flow (calls)	-,018	,075	-,091	-,243	,810
	Ln Journal advertising flow	,001	,005	,053	,264	,794
	Ln Mailing flow	-,005	,007	-,138	-,793	,436
	Ln Detailing stock (calls)	-,133	,197	-,582	-,674	,508
	Ln Average drug price per DDD	-,320	2,960	-,059	-,108	,915
	Drug age	-,058	,064	-9,242	-,904	,376
	Quarter 2 (dummy)	,111	,083	,552	1,328	,198
	Quarter 3 (dummy)	,250	,125	1,246	1,992	,059
	Quarter 4 (dummy)	,298	,179	1,485	1,666	,110
	Year 2014 (dummy)	,703	,447	3,508	1,573	,130
	Year 2015 (dummy)	1,105	,695	5,518	1,591	,126
	Ln Sales in DDDs lagged two periods	,074	,258	,074	,289	,775
	Ln Competitive global marketing expenditures flow	,075	,105	,296	,715	,482
	Ln Other marketing expenditures stock	,037	,063	,277	,583	,566
	Ln Competitive global marketing expenditures stock	-,185	,261	-,588	-,708	,486
	Ln Average competitors price per DDD	1,777	2,736	,852	,649	,523
	Drug age^2	,000	,000	4,635	,470	,643
	Ipad / Tablet (% of times used in calls)	,003	,195	,003	,014	,989
	Laptop based materials (% of times used in calls)	,882	,963	,355	,916	,370

	Printed material (% of times used in calls)	-,068	,188	-,095	-,362	,721
	Very useful (% of calls)	,088	,288	,080	,305	,763
	Increase / Will begin to prescribe (% of calls)	,184	,237	,183	,777	,445
	Ln Avg number of products presented during the calls	,053	,302	,044	,177	,861
	Year 2013 (dummy)	,233	,248	1,163	,940	,357

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,024	-,154	,878	-,026
	Ln Competitive global marketing expenditures flow	,106	,380	,706	,065
	Ln Other marketing expenditures stock	-,064	-,217	,830	-,037
	Ln Competitive global marketing expenditures stock	-,451	-,822	,417	-,140
	Ln Average competitors price per DDD	,560	,717	,478	,122
	Drug age^2	5,987	,928	,360	,157
	Ipad / Tablet (% of times used in calls)	,110	,786	,437	,134
	Laptop based materials (% of times used in calls)	,075	,362	,719	,062
	Printed material (% of times used in calls)	-,236	-1,200	,238	-,202
	Very useful (% of calls)	,076	,544	,590	,093
	Increase / Will begin to prescribe (% of calls)	,156	1,080	,288	,182
	Ln Avg number of products presented during the calls	,155	,896	,377	,152
	Year 2013 (dummy)	1,188	1,423	,164	,237

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,597
	Ln Competitive global marketing expenditures flow	,192
	Ln Other marketing expenditures stock	,169
	Ln Competitive global marketing expenditures stock	,049
	Ln Average competitors price per DDD	,024
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,752
	Laptop based materials (% of times used in calls)	,349
	Printed material (% of times used in calls)	,371
	Very useful (% of calls)	,758
	Increase / Will begin to prescribe (% of calls)	,691
	Ln Avg number of products presented during the calls	,488
	Year 2013 (dummy)	,020

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Year 2014 (dummy), Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Quarter 2 (dummy), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,665	,442	,272	,074807316	,442	2,594
2	,775	,601	,148	,080915055	,159	,626

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,015
2	14	22	,815

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,160	11	,015	2,594	,015
	Residual	,201	36	,006		
	Total	,361	47			
2	Regression	,217	25	,009	1,327	,253
	Residual	,144	22	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	25,067	2,770		9,049
	Ln Sales in DDDs lagged one period	-,453	,142	-,455	-3,202
	Ln Detailing flow (calls)	,004	,053	,021	,081
	Ln Journal advertising flow	,001	,003	,032	,243
	Ln Mailing flow	-,005	,005	-,122	-,881
	Ln Detailing stock (calls)	-,190	,129	-,833	-1,476
	Ln Average drug price per DDD	-,805	1,318	-,148	-,611
	Drug age	-,016	,005	-2,546	-3,241
	Quarter 3 (dummy)	,087	,030	,433	2,937
	Quarter 4 (dummy)	,132	,038	,659	3,485
	Year 2014 (dummy)	,232	,065	1,159	3,595
	Year 2015 (dummy)	,388	,092	1,939	4,228

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,003
	Ln Detailing flow (calls)	,936
	Ln Journal advertising flow	,810
	Ln Mailing flow	,384
	Ln Detailing stock (calls)	,149
	Ln Average drug price per DDD	,545
	Drug age	,003
	Quarter 3 (dummy)	,006
	Quarter 4 (dummy)	,001
	Year 2014 (dummy)	,001
	Year 2015 (dummy)	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,062	-,381	,705	-,064
	Ln Competitive global marketing expenditures flow	,235	,859	,396	,144
	Ln Other marketing expenditures stock	-,163	-,544	,590	-,092
	Ln Competitive global marketing expenditures stock	-,220	-,395	,695	-,067
	Ln Average competitors price per DDD	,516	,639	,527	,107
	Drug age^2	9,523	1,634	,111	,266
	Ipad / Tablet (% of times used in calls)	,142	,999	,325	,166
	Laptop based materials (% of times used in calls)	,129	,616	,542	,104
	Printed material (% of times used in calls)	-,288	-1,448	,157	-,238
	Very useful (% of calls)	,064	,446	,658	,075
	Increase / Will begin to prescribe (% of calls)	,149	,995	,327	,166
	Ln Avg number of products presented during the calls	,066	,376	,709	,063
	Quarter 2 (dummy)	,324	1,843	,074	,297
	Year 2013 (dummy)	-,286	-,510	,613	-,086

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,607
	Ln Competitive global marketing expenditures flow	,209
	Ln Other marketing expenditures stock	,175
	Ln Competitive global marketing expenditures stock	,051
	Ln Average competitors price per DDD	,024
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,765
	Laptop based materials (% of times used in calls)	,357
	Printed material (% of times used in calls)	,381
	Very useful (% of calls)	,760
	Increase / Will begin to prescribe (% of calls)	,692
	Ln Avg number of products presented during the calls	,523
	Quarter 2 (dummy)	,469
	Year 2013 (dummy)	,050

10.15. Product LI2

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,871	,758	,483	,052539730	,758	2,755

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	25	22	,010

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230

	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Very useful (% of calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age
2	Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,871	,758	,505	,051385275	,758	3,000
2	,871	,758	,483	,052539730	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,005
2	1	22	,985

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	24	,008	3,000	,005
	Residual	,061	23	,003		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,859	5,510		3,241	,004
	Ln Sales in DDDs lagged one period	-,509	,158	-,525	-3,228	,004
	Ln Detailing flow (calls)	-,001	,023	-,008	-,042	,967
	Ln Journal advertising flow	,001	,004	,023	,142	,888
	Ln Mailing flow	-,004	,015	-,050	-,300	,767
	Ln Competitive global marketing expenditures flow	-,015	,060	-,066	-,258	,799
	Ln Detailing stock (calls)	,050	,076	,132	,652	,521
	Ln Other marketing expenditures stock	-,014	,020	-,139	-,719	,480
	Ln Competitive global marketing expenditures stock	,161	,127	,435	1,273	,216
	Ln Average drug price per DDD	1,905	2,641	,480	,722	,478
	Ln Average competitors price per DDD	,488	,303	2,801	1,610	,121
	Drug age	-,014	,044	-2,744	-,322	,750
	Drug age^2	-6,498E-5	,000	-2,607	-,358	,724
	Ipad / Tablet (% of times used in calls)	,275	,196	,269	1,405	,173
	Laptop based materials (% of times used in calls)	,130	,314	,061	,413	,683
	Printed material (% of times used in calls)	,085	,104	,179	,814	,424
	Very useful (% of calls)	,010	,136	,016	,072	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,137	-,095	-,394	,697
	Ln Avg number of products presented during the calls	-,072	,079	-,125	-,910	,372
	Quarter 2 (dummy)	,142	,045	,849	3,133	,005
	Quarter 3 (dummy)	,239	,073	1,429	3,280	,003
	Quarter 4 (dummy)	,378	,106	2,262	3,579	,002
	Year 2013 (dummy)	,525	,150	3,147	3,501	,002
	Year 2014 (dummy)	,978	,271	5,859	3,605	,001
	Year 2015 (dummy)	1,435	,405	8,594	3,543	,002
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806

	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,005	,019	,985	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,156

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,871	,758	,526	,050308965	,758	3,266
2	,871	,758	,483	,052539730	,000	,003

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,003
2	2	22	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	23	,008	3,266	,003
	Residual	,061	24	,003		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,813	5,358		3,325	,003
	Ln Sales in DDDs lagged one period	-,506	,150	-,522	-3,365	,003
	Ln Detailing flow (calls)	-,001	,022	-,009	-,050	,961
	Ln Journal advertising flow	,001	,004	,026	,169	,867
	Ln Mailing flow	-,005	,013	-,055	-,366	,718
	Ln Competitive global marketing expenditures flow	-,016	,058	-,068	-,274	,786
	Ln Detailing stock (calls)	,050	,075	,133	,667	,511
	Ln Other marketing expenditures stock	-,014	,019	-,138	-,731	,472
	Ln Competitive global marketing expenditures stock	,161	,124	,433	1,298	,207
	Ln Average drug price per DDD	1,921	2,576	,484	,746	,463
	Ln Average competitors price per DDD	,484	,292	2,778	1,659	,110
	Drug age	-,014	,043	-2,682	-,324	,749
	Drug age^2	-6,608E-5	,000	-2,651	-,373	,712
	Ipad / Tablet (% of times used in calls)	,279	,185	,272	1,504	,146
	Laptop based materials (% of times used in calls)	,122	,287	,058	,424	,675

	Printed material (% of times used in calls)	,087	,096	,184	,906	,374
	Increase / Will begin to prescribe (% of calls)	-,048	,102	-,084	-,467	,645
	Ln Avg number of products presented during the calls	-,071	,077	-,124	-,929	,362
	Quarter 2 (dummy)	,141	,043	,844	3,269	,003
	Quarter 3 (dummy)	,238	,070	1,424	3,383	,002
	Quarter 4 (dummy)	,376	,101	2,252	3,727	,001
	Year 2013 (dummy)	,522	,139	3,126	3,755	,001
	Year 2014 (dummy)	,972	,252	5,822	3,860	,001
	Year 2015 (dummy)	1,428	,387	8,556	3,692	,001
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Very useful (% of calls)	,010	,139	,016	,071	,944

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,004	,016	,988	,003
	Very useful (% of calls)	,016	,072	,944	,015

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,156
	Very useful (% of calls)	,206

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,870	,757	,543	,049369829	,757	3,542
2	,871	,758	,483	,052539730	,001	,025

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,001
2	3	22	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	22	,009	3,542	,001
	Residual	,061	25	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,097	4,593		3,722	,001
	Ln Sales in DDDs lagged one period	-,506	,148	-,522	-3,427	,002
	Ln Detailing flow (calls)	,000	,021	-,002	-,009	,993
	Ln Journal advertising flow	,000	,003	,009	,067	,947
	Ln Mailing flow	-,005	,013	-,056	-,378	,709

	Ln Detailing stock (calls)	,052	,073	,137	,705	,488
	Ln Other marketing expenditures stock	-,015	,019	-,142	-,765	,452
	Ln Competitive global marketing expenditures stock	,171	,116	,460	1,470	,154
	Ln Average drug price per DDD	1,985	2,518	,500	,789	,438
	Ln Average competitors price per DDD	,532	,228	3,056	2,334	,028
	Drug age	-,010	,040	-1,920	-,251	,804
	Drug age^2	-7,438E-5	,000	-2,984	-,434	,668
	Ipad / Tablet (% of times used in calls)	,256	,163	,250	1,568	,129
	Laptop based materials (% of times used in calls)	,139	,275	,066	,505	,618
	Printed material (% of times used in calls)	,078	,088	,164	,881	,386
	Increase / Will begin to prescribe (% of calls)	-,042	,098	-,074	-,429	,672
	Ln Avg number of products presented during the calls	-,069	,075	-,119	-,917	,368
	Quarter 2 (dummy)	,142	,042	,850	3,365	,002
	Quarter 3 (dummy)	,238	,069	1,427	3,455	,002
	Quarter 4 (dummy)	,370	,097	2,219	3,820	,001
	Year 2013 (dummy)	,516	,135	3,091	3,829	,001
	Year 2014 (dummy)	,964	,246	5,776	3,927	,001
	Year 2015 (dummy)	1,407	,371	8,425	3,786	,001
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025

	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Very useful (% of calls)	,010	,139	,016	,071	,944

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,013	-,054	,957	-,011
	Ln Competitive global marketing expenditures flow	-,068	-,274	,786	-,056
	Very useful (% of calls)	,023	,107	,916	,022

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,167
	Ln Competitive global marketing expenditures flow	,163
	Very useful (% of calls)	,209

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,869	,755	,558	,048588824	,755	3,822
2	,871	,758	,483	,052539730	,003	,059

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,001
2	4	22	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,189	21	,009	3,822	,001
	Residual	,061	26	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,417	4,460		3,905	,001
	Ln Sales in DDDs lagged one period	-,495	,143	-,510	-3,460	,002
	Ln Detailing flow (calls)	-,005	,018	-,039	-,252	,803
	Ln Journal advertising flow	,000	,003	,011	,079	,938
	Ln Mailing flow	-,005	,013	-,062	-,425	,674
	Ln Detailing stock (calls)	,049	,072	,131	,685	,500
	Ln Other marketing expenditures stock	-,014	,019	-,138	-,756	,456
	Ln Competitive global marketing expenditures stock	,159	,111	,429	1,432	,164
	Ln Average drug price per DDD	2,039	2,475	,513	,824	,417
	Ln Average competitors price per DDD	,511	,219	2,932	2,333	,028
	Drug age	-,015	,037	-2,921	-,407	,688
	Drug age^2	-5,578E-5	,000	-2,238	-,342	,735
	Ipad / Tablet (% of times used in calls)	,245	,159	,239	1,543	,135
	Laptop based materials (% of times used in calls)	,119	,267	,056	,446	,659
	Printed material (% of times used in calls)	,090	,082	,190	1,097	,283
	Ln Avg number of products presented during the calls	-,071	,073	-,123	-,966	,343
	Quarter 2 (dummy)	,145	,041	,866	3,525	,002
	Quarter 3 (dummy)	,245	,066	1,468	3,717	,001
	Quarter 4 (dummy)	,380	,093	2,278	4,101	,000
	Year 2013 (dummy)	,525	,131	3,147	4,014	,000
	Year 2014 (dummy)	,980	,239	5,872	4,103	,000
	Year 2015 (dummy)	1,429	,362	8,562	3,950	,001
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511

	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,014	-,058	,954	-,012
	Ln Competitive global marketing expenditures flow	-,045	-,189	,852	-,038
	Very useful (% of calls)	-,033	-,203	,841	-,041
	Increase / Will begin to prescribe (% of calls)	-,074	-,429	,672	-,085

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,167
	Ln Competitive global marketing expenditures flow	,170
	Very useful (% of calls)	,375
	Increase / Will begin to prescribe (% of calls)	,325

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,868	,754	,572	,047787804	,754	4,142
2	,871	,758	,483	,052539730	,004	,067

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	5	22	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,189	20	,009	4,142	,000
	Residual	,062	27	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,228	3,717		4,904	,000
	Ln Sales in DDDs lagged one period	-,491	,140	-,506	-3,501	,002
	Ln Detailing flow (calls)	-,003	,017	-,023	-,159	,875
	Ln Journal advertising flow	,000	,003	,016	,122	,904
	Ln Mailing flow	-,005	,013	-,060	-,424	,675
	Ln Detailing stock (calls)	,059	,064	,158	,929	,361
	Ln Other marketing expenditures stock	-,016	,018	-,155	-,899	,377
	Ln Competitive global marketing expenditures stock	,159	,109	,429	1,454	,158
	Ln Average drug price per DDD	1,616	2,108	,407	,767	,450
	Ln Average competitors price per DDD	,491	,208	2,822	2,362	,026
	Drug age	-,027	,012	-5,244	-2,273	,031
	Ipad / Tablet (% of times used in calls)	,247	,156	,241	1,586	,124
	Laptop based materials (% of times used in calls)	,163	,231	,077	,705	,487
	Printed material (% of times used in calls)	,096	,078	,204	1,228	,230
	Ln Avg number of products presented during the calls	-,077	,070	-,133	-1,098	,282

	Quarter 2 (dummy)	,139	,037	,834	3,744	,001
	Quarter 3 (dummy)	,240	,063	1,437	3,804	,001
	Quarter 4 (dummy)	,376	,090	2,251	4,162	,000
	Year 2013 (dummy)	,528	,128	3,164	4,112	,000
	Year 2014 (dummy)	,977	,235	5,851	4,161	,000
	Year 2015 (dummy)	1,413	,353	8,461	4,007	,000
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,025	-,107	,915	-,021
	Ln Competitive global marketing expenditures flow	-,061	-,263	,794	-,052
	Drug age^2	-2,238	-,342	,735	-,067
	Very useful (% of calls)	-,018	-,115	,909	-,023
	Increase / Will begin to prescribe (% of calls)	-,055	-,335	,740	-,066

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,170
	Ln Competitive global marketing expenditures flow	,178
	Drug age^2	,000
	Very useful (% of calls)	,400
	Increase / Will begin to prescribe (% of calls)	,347

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Year 2013 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,866	,750	,580	,047356756	,750	4,414
2	,871	,758	,483	,052539730	,008	,125

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	6	22	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,188	19	,010	4,414	,000
	Residual	,063	28	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,584	3,649		5,093	,000
	Ln Sales in DDDs lagged one period	-,493	,139	-,508	-3,546	,001
	Ln Detailing flow (calls)	-,001	,017	-,006	-,045	,964
	Ln Journal advertising flow	,001	,003	,027	,206	,838
	Ln Mailing flow	-,004	,012	-,047	-,339	,737
	Ln Detailing stock (calls)	,065	,063	,172	1,030	,312
	Ln Other marketing expenditures stock	-,015	,017	-,142	-,837	,410
	Ln Competitive global marketing expenditures stock	,152	,108	,411	1,411	,169
	Ln Average drug price per DDD	1,203	2,007	,303	,600	,554
	Ln Average competitors price per DDD	,489	,206	2,809	2,373	,025
	Drug age	-,028	,012	-5,315	-2,326	,027
	Ipad / Tablet (% of times used in calls)	,246	,154	,241	1,595	,122
	Printed material (% of times used in calls)	,086	,076	,181	1,121	,272
	Ln Avg number of products presented during the calls	-,074	,069	-,128	-1,066	,296
	Quarter 2 (dummy)	,138	,037	,825	3,745	,001
	Quarter 3 (dummy)	,237	,062	1,422	3,805	,001
	Quarter 4 (dummy)	,376	,089	2,253	4,204	,000
	Year 2013 (dummy)	,525	,127	3,142	4,124	,000
	Year 2014 (dummy)	,975	,233	5,843	4,193	,000
	Year 2015 (dummy)	1,409	,349	8,437	4,032	,000
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025

	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,039	,183	,856	,035
	Ln Competitive global marketing expenditures flow	-,107	-,511	,614	-,098
	Drug age^2	-3,630	-,641	,527	-,122
	Laptop based materials (% of times used in calls)	,077	,705	,487	,134
	Very useful (% of calls)	-,022	-,144	,886	-,028
	Increase / Will begin to prescribe (% of calls)	-,016	-,104	,918	-,020

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,204
	Ln Competitive global marketing expenditures flow	,208
	Drug age^2	,000
	Laptop based materials (% of times used in calls)	,767
	Very useful (% of calls)	,401
	Increase / Will begin to prescribe (% of calls)	,384

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,862	,743	,584	,047111771	,743	4,668
2	,871	,758	,483	,052539730	,014	,188

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	7	22	,985

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,186	18	,010	4,668	,000
	Residual	,064	29	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,649	3,629		5,138	,000
	Ln Sales in DDDs lagged one period	-,473	,136	-,488	-3,472	,002
	Ln Detailing flow (calls)	-,003	,017	-,025	-,183	,856
	Ln Journal advertising flow	,000	,003	,017	,131	,897
	Ln Mailing flow	-,004	,012	-,049	-,348	,730
	Ln Detailing stock (calls)	,042	,056	,111	,743	,464
	Ln Competitive global marketing expenditures stock	,164	,106	,442	1,538	,135
	Ln Average drug price per DDD	,646	1,883	,163	,343	,734
	Ln Average competitors price per DDD	,466	,203	2,677	2,293	,029
	Drug age	-,028	,012	-5,383	-2,370	,025
	Ipad / Tablet (% of times used in calls)	,240	,153	,235	1,566	,128
	Printed material (% of times used in calls)	,090	,076	,190	1,184	,246
	Ln Avg number of products presented during the calls	-,066	,068	-,115	-,971	,340
	Quarter 2 (dummy)	,130	,035	,777	3,673	,001
	Quarter 3 (dummy)	,229	,061	1,373	3,740	,001
	Quarter 4 (dummy)	,369	,089	2,213	4,167	,000
	Year 2013 (dummy)	,504	,124	3,021	4,059	,000
	Year 2014 (dummy)	,958	,230	5,737	4,156	,000
	Year 2015 (dummy)	1,373	,345	8,226	3,981	,000
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511

	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,079	,387	,701	,073
	Ln Competitive global marketing expenditures flow	-,122	-,588	,561	-,110
	Ln Other marketing expenditures stock	-,142	-,837	,410	-,156
	Drug age^2	-4,399	-,801	,430	-,150
	Laptop based materials (% of times used in calls)	,067	,616	,543	,116
	Very useful (% of calls)	-,015	-,097	,923	-,018
	Increase / Will begin to prescribe (% of calls)	-,005	-,033	,974	-,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,217
	Ln Competitive global marketing expenditures flow	,209
	Ln Other marketing expenditures stock	,311
	Drug age^2	,000
	Laptop based materials (% of times used in calls)	,776
	Very useful (% of calls)	,402
	Increase / Will begin to prescribe (% of calls)	,387

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,857	,735	,585	,047066965	,735	4,896
2	,871	,758	,483	,052539730	,023	,259

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	8	22	,973

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,184	17	,011	4,896	,000
	Residual	,066	30	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,104	3,596		5,313	,000
	Ln Sales in DDDs lagged one period	-,484	,136	-,499	-3,567	,001
	Ln Detailing flow (calls)	,003	,015	,028	,223	,825
	Ln Journal advertising flow	,000	,003	,007	,056	,955
	Ln Mailing flow	-,002	,012	-,027	-,194	,847
	Ln Detailing stock (calls)	,043	,056	,115	,767	,449
	Ln Competitive global marketing expenditures stock	,166	,106	,449	1,565	,128
	Ln Average drug price per DDD	,051	1,779	,013	,029	,977

	Ln Average competitors price per DDD	,481	,203	2,759	2,372	,024
	Drug age	-,029	,012	-5,499	-2,427	,021
	Ipad / Tablet (% of times used in calls)	,217	,151	,212	1,433	,162
	Printed material (% of times used in calls)	,066	,072	,140	,923	,363
	Quarter 2 (dummy)	,132	,035	,789	3,740	,001
	Quarter 3 (dummy)	,228	,061	1,363	3,717	,001
	Quarter 4 (dummy)	,377	,088	2,261	4,280	,000
	Year 2013 (dummy)	,511	,124	3,058	4,118	,000
	Year 2014 (dummy)	,974	,230	5,834	4,241	,000
	Year 2015 (dummy)	1,395	,344	8,355	4,055	,000
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,111	,551	,586	,102
	Ln Competitive global marketing expenditures flow	-,096	-,464	,646	-,086

	Ln Other marketing expenditures stock	-,119	-,704	,487	-,130
	Drug age^2	-5,116	-,948	,351	-,173
	Laptop based materials (% of times used in calls)	,061	,569	,574	,105
	Very useful (% of calls)	-,031	-,204	,840	-,038
	Increase / Will begin to prescribe (% of calls)	-,011	-,073	,943	-,013
	Ln Avg number of products presented during the calls	-,115	-,971	,340	-,177

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,224
	Ln Competitive global marketing expenditures flow	,213
	Ln Other marketing expenditures stock	,316
	Drug age^2	,000
	Laptop based materials (% of times used in calls)	,778
	Very useful (% of calls)	,407
	Increase / Will begin to prescribe (% of calls)	,387
	Ln Avg number of products presented during the calls	,630

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Quarter 2 (dummy), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,853	,728	,587	,046954968	,728	5,174
2	,871	,758	,483	,052539730	,030	,307

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	9	22	,965

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,183	16	,011	5,174	,000
	Residual	,068	31	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20,145	3,406		5,914	,000
	Ln Sales in DDDs lagged one period	-,516	,131	-,532	-3,937	,000
	Ln Detailing flow (calls)	,007	,015	,061	,502	,619
	Ln Journal advertising flow	,000	,003	,006	,045	,964
	Ln Mailing flow	,003	,011	,033	,276	,784
	Ln Detailing stock (calls)	,046	,056	,122	,820	,419
	Ln Competitive global marketing expenditures stock	,160	,106	,432	1,513	,140
	Ln Average drug price per DDD	-,866	1,472	-,218	-,589	,560
	Ln Average competitors price per DDD	,498	,201	2,857	2,473	,019
	Drug age	-,028	,012	-5,385	-2,386	,023
	Ipad / Tablet (% of times used in calls)	,182	,146	,178	1,246	,222
	Quarter 2 (dummy)	,132	,035	,790	3,753	,001
	Quarter 3 (dummy)	,219	,060	1,309	3,625	,001
	Quarter 4 (dummy)	,364	,087	2,179	4,194	,000
	Year 2013 (dummy)	,499	,123	2,988	4,054	,000
	Year 2014 (dummy)	,949	,228	5,686	4,172	,000
	Year 2015 (dummy)	1,351	,340	8,091	3,975	,000
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025

	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,103	,515	,611	,094
	Ln Competitive global marketing expenditures flow	-,012	-,062	,951	-,011
	Ln Other marketing expenditures stock	-,134	-,805	,427	-,145
	Drug age^2	-5,474	-1,022	,315	-,183
	Laptop based materials (% of times used in calls)	,040	,379	,708	,069
	Printed material (% of times used in calls)	,140	,923	,363	,166
	Very useful (% of calls)	-,011	-,077	,939	-,014
	Increase / Will begin to prescribe (% of calls)	-,052	-,358	,723	-,065
	Ln Avg number of products presented during the calls	-,070	-,623	,538	-,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,225
	Ln Competitive global marketing expenditures flow	,253
	Ln Other marketing expenditures stock	,320
	Drug age^2	,000
	Laptop based materials (% of times used in calls)	,809
	Printed material (% of times used in calls)	,383
	Very useful (% of calls)	,415
	Increase / Will begin to prescribe (% of calls)	,430
	Ln Avg number of products presented during the calls	,700

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Quarter 2 (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,845	,714	,580	,047359365	,714	5,323
2	,871	,758	,483	,052539730	,044	,400

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	15	32	,000
2	10	22	,932

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,179	15	,012	5,323	,000
	Residual	,072	32	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	20,065	3,435		5,842	,000
	Ln Sales in DDDs lagged one period	-,547	,130	-,564	-4,220	,000
	Ln Detailing flow (calls)	,011	,014	,091	,754	,457
	Ln Journal advertising flow	-,001	,003	-,033	-,260	,797
	Ln Mailing flow	,002	,011	,026	,211	,834
	Ln Detailing stock (calls)	,058	,056	,155	1,045	,304
	Ln Competitive global marketing expenditures stock	,155	,107	,417	1,450	,157
	Ln Average drug price per DDD	-,677	1,477	-,170	-,458	,650

	Ln Average competitors price per DDD	,486	,203	2,792	2,398	,023
	Drug age	-,024	,011	-4,613	-2,107	,043
	Quarter 2 (dummy)	,125	,035	,749	3,571	,001
	Quarter 3 (dummy)	,198	,059	1,186	3,385	,002
	Quarter 4 (dummy)	,331	,083	1,984	3,971	,000
	Year 2013 (dummy)	,458	,120	2,744	3,829	,001
	Year 2014 (dummy)	,876	,222	5,246	3,951	,000
	Year 2015 (dummy)	1,220	,326	7,308	3,743	,001
2	(Constant)	17,810	6,224		2,862	,009
	Ln Sales in DDDs lagged one period	-,507	,188	-,523	-2,702	,013
	Ln Detailing flow (calls)	-,001	,023	-,008	-,041	,968
	Ln Journal advertising flow	,001	,004	,024	,139	,891
	Ln Mailing flow	-,004	,017	-,049	-,247	,807
	Ln Detailing stock (calls)	,049	,081	,131	,613	,546
	Ln Competitive global marketing expenditures stock	,161	,130	,434	1,236	,230
	Ln Average drug price per DDD	1,890	2,825	,476	,669	,511
	Ln Average competitors price per DDD	,486	,327	2,790	1,484	,152
	Drug age	-,015	,047	-2,785	-,310	,759
	Quarter 2 (dummy)	,142	,063	,853	2,270	,033
	Quarter 3 (dummy)	,240	,098	1,436	2,448	,023
	Quarter 4 (dummy)	,380	,163	2,275	2,334	,029
	Year 2013 (dummy)	,528	,198	3,161	2,667	,014
	Year 2014 (dummy)	,983	,388	5,890	2,537	,019
	Year 2015 (dummy)	1,443	,600	8,643	2,406	,025
	Ln Sales in DDDs lagged two periods	,005	,264	,005	,019	,985
	Ln Competitive global marketing expenditures flow	-,016	,063	-,067	-,249	,806
	Ln Other marketing expenditures stock	-,014	,022	-,138	-,650	,523
	Drug age^2	-6,530E-5	,000	-2,620	-,350	,729
	Ipad / Tablet (% of times used in calls)	,276	,210	,270	1,313	,203
	Laptop based materials (% of times used in calls)	,127	,354	,060	,359	,723
	Printed material (% of times used in calls)	,084	,106	,179	,796	,435
	Very useful (% of calls)	,010	,139	,016	,071	,944
	Increase / Will begin to prescribe (% of calls)	-,054	,140	-,096	-,385	,704
	Ln Avg number of products presented during the calls	-,072	,084	-,125	-,858	,400

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,035	,180	,858	,032
	Ln Competitive global marketing expenditures flow	,047	,252	,802	,045
	Ln Other marketing expenditures stock	-,123	-,729	,472	-,130
	Drug age^2	-5,347	-,989	,330	-,175
	Ipad / Tablet (% of times used in calls)	,178	1,246	,222	,218

	Laptop based materials (% of times used in calls)	,047	,442	,662	,079
	Printed material (% of times used in calls)	,087	,579	,567	,103
	Very useful (% of calls)	,036	,252	,802	,045
	Increase / Will begin to prescribe (% of calls)	-,008	-,056	,956	-,010
	Ln Avg number of products presented during the calls	-,060	-,524	,604	-,094

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,240
	Ln Competitive global marketing expenditures flow	,271
	Ln Other marketing expenditures stock	,321
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,430
	Laptop based materials (% of times used in calls)	,811
	Printed material (% of times used in calls)	,408
	Very useful (% of calls)	,447
	Increase / Will begin to prescribe (% of calls)	,456
	Ln Avg number of products presented during the calls	,704

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 3 (dummy), Year 2013 (dummy), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,834	,695	,566	,048144026	,695	5,373
2	,871	,758	,483	,052539730	,063	,519

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	11	22	,870

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,174	14	,012	5,373	,000
	Residual	,076	33	,002		
	Total	,251	47			
2	Regression	,190	25	,008	2,755	,010
	Residual	,061	22	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	23,805	2,307		10,320
	Ln Sales in DDDs lagged one period	-,536	,132	-,552	-4,073
	Ln Detailing flow (calls)	,011	,015	,095	,773
	Ln Journal advertising flow	-,001	,003	-,045	-,352
	Ln Mailing flow	,005	,011	,052	,422
	Ln Detailing stock (calls)	,039	,055	,105	,716
	Ln Average drug price per DDD	-1,679	1,327	-,423	-1,265
	Ln Average competitors price per DDD	,219	,087	1,260	2,533
	Drug age	-,033	,010	-6,357	-3,417
	Quarter 2 (dummy)	,125	,036	,751	3,524
	Quarter 3 (dummy)	,197	,059	1,182	3,317
	Quarter 4 (dummy)	,335	,085	2,005	3,949
	Year 2013 (dummy)	,406	,116	2,431	3,500
	Year 2014 (dummy)	,818	,222	4,899	3,690
	Year 2015 (dummy)	1,198	,331	7,176	3,619

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,445
	Ln Journal advertising flow	,727
	Ln Mailing flow	,676
	Ln Detailing stock (calls)	,479
	Ln Average drug price per DDD	,215
	Ln Average competitors price per DDD	,016
	Drug age	,002
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,002
	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,001
	Year 2014 (dummy)	,001
	Year 2015 (dummy)	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,049	,247	,807	,044
	Ln Competitive global marketing expenditures flow	-,030	-,166	,869	-,029
	Ln Other marketing expenditures stock	-,149	-,881	,385	-,154
	Ln Competitive global marketing expenditures stock	,417	1,450	,157	,248
	Drug age^2	-5,177	-,941	,354	-,164
	Ipad / Tablet (% of times used in calls)	,169	1,161	,254	,201
	Laptop based materials (% of times used in calls)	,033	,309	,759	,055
	Printed material (% of times used in calls)	,075	,495	,624	,087
	Very useful (% of calls)	,058	,400	,692	,070
	Increase / Will begin to prescribe (% of calls)	,030	,215	,831	,038
	Ln Avg number of products presented during the calls	-,068	-,584	,563	-,103

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,241
	Ln Competitive global marketing expenditures flow	,295
	Ln Other marketing expenditures stock	,325
	Ln Competitive global marketing expenditures stock	,108
	Drug age^2	,000
	Ipad / Tablet (% of times used in calls)	,430
	Laptop based materials (% of times used in calls)	,818
	Printed material (% of times used in calls)	,409
	Very useful (% of calls)	,452
	Increase / Will begin to prescribe (% of calls)	,473
	Ln Avg number of products presented during the calls	,706

10.16. Product LI3

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Drug price x Ln Detailing stock, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,926	,858	,667	,041631189	,858	4,483

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	27	20	,001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496

	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age
2	Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,926	,858	,683	,040635035	,858	4,886
2	,926	,858	,667	,041631189	,000	,007

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000
2	1	20	,934

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	26	,008	4,886	,000
	Residual	,035	21	,002		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,554	7,302		2,130	,045
	Ln Sales in DDDs lagged one period	-,547	,136	-,563	-4,035	,001
	Ln Sales in DDDs lagged two periods	-,145	,157	-,145	-,923	,367
	Ln Detailing flow (calls)	,845	,830	4,404	1,018	,320
	Ln Journal advertising flow	,008	,002	,414	3,922	,001
	Ln Mailing flow	,006	,006	,137	,983	,337
	Ln Competitive global marketing expenditures flow	,040	,073	,192	,543	,593
	Ln Detailing stock (calls)	,221	,082	,701	2,692	,014
	Ln Other marketing expenditures stock	,066	,020	,513	3,276	,004
	Ln Competitive global marketing expenditures stock	-,143	,202	-,598	-,708	,487
	Ln Average drug price per DDD	-11,294	10,947	-2,812	-1,032	,314
	Ln Average competitors price per DDD	-,188	,926	-,080	-,202	,842
	Drug age	,049	,029	9,593	1,718	,100
	Drug age^2	,000	,000	-15,166	-2,784	,011
	Ln Drug price x Ln Detailing flow	1,606	1,617	3,966	,993	,332
	Ipad / Tablet (% of times used in calls)	,143	,198	,106	,722	,478
	Laptop based materials (% of times used in calls)	,068	,338	,022	,202	,842
	Printed material (% of times used in calls)	-,172	,069	-,389	-2,482	,022
	Very useful (% of calls)	-,176	,087	-,310	-2,025	,056
	Increase / Will begin to prescribe (% of calls)	,216	,074	,431	2,911	,008
	Ln Avg number of products presented during the calls	,175	,072	,422	2,416	,025
	Quarter 2 (dummy)	,047	,045	,282	1,026	,317
	Quarter 3 (dummy)	,173	,065	1,051	2,664	,015
	Quarter 4 (dummy)	,206	,093	1,249	2,217	,038
	Year 2013 (dummy)	,203	,125	1,234	1,626	,119
	Year 2014 (dummy)	,540	,236	3,276	2,285	,033
	Year 2015 (dummy)	,880	,351	5,339	2,508	,020
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001

	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing stock	,543	,084	,934	,019

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing stock	,000

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age
2	Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,926	,858	,696	,039739501	,858	5,312
2	,926	,858	,667	,041631189	,000	,023

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	2	20	,977

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	25	,008	5,312	,000
	Residual	,035	22	,002		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,347	7,071		2,170	,041
	Ln Sales in DDDs lagged one period	-,547	,133	-,563	-4,123	,000
	Ln Sales in DDDs lagged two periods	-,144	,153	-,144	-,938	,358
	Ln Detailing flow (calls)	,862	,808	4,489	1,066	,298
	Ln Journal advertising flow	,008	,002	,416	4,058	,001
	Ln Mailing flow	,005	,005	,129	,988	,334
	Ln Competitive global marketing expenditures flow	,045	,067	,216	,666	,512
	Ln Detailing stock (calls)	,223	,079	,709	2,812	,010

	Ln Other marketing expenditures stock	,066	,020	,514	3,362	,003
	Ln Competitive global marketing expenditures stock	-,147	,197	-,615	-,749	,462
	Ln Average drug price per DDD	-11,606	10,599	-2,890	-1,095	,285
	Drug age	,050	,028	9,754	1,805	,085
	Drug age^2	,000	,000	-15,282	-2,885	,009
	Ln Drug price x Ln Detailing flow	1,641	1,572	4,052	1,044	,308
	Ipad / Tablet (% of times used in calls)	,156	,183	,116	,856	,401
	Laptop based materials (% of times used in calls)	,074	,329	,024	,224	,825
	Printed material (% of times used in calls)	-,174	,068	-,392	-2,562	,018
	Very useful (% of calls)	-,173	,084	-,305	-2,065	,051
	Increase / Will begin to prescribe (% of calls)	,214	,072	,427	2,972	,007
	Ln Avg number of products presented during the calls	,172	,070	,416	2,473	,022
	Quarter 2 (dummy)	,047	,044	,287	1,070	,296
	Quarter 3 (dummy)	,176	,063	1,065	2,804	,010
	Quarter 4 (dummy)	,205	,091	1,246	2,262	,034
	Year 2013 (dummy)	,203	,122	1,230	1,658	,111
	Year 2014 (dummy)	,540	,231	3,277	2,338	,029
	Year 2015 (dummy)	,883	,343	5,356	2,574	,017
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017

	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,080	-,202	,842	-,044
	Ln Drug price x Ln Detailing stock	,269	,044	,966	,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,044
	Ln Drug price x Ln Detailing stock	,000

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age
2	Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,926	,858	,709	,038910401	,858	5,769
2	,926	,858	,667	,041631189	,001	,031

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	24	23	,000
2	3	20	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,210	24	,009	5,769	,000
	Residual	,035	23	,002		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,132	6,860		2,206	,038
	Ln Sales in DDDs lagged one period	-,540	,126	-,556	-4,277	,000
	Ln Sales in DDDs lagged two periods	-,146	,149	-,147	-,978	,338
	Ln Detailing flow (calls)	,908	,765	4,730	1,187	,247
	Ln Journal advertising flow	,008	,002	,413	4,161	,000
	Ln Mailing flow	,005	,005	,131	1,024	,317
	Ln Competitive global marketing expenditures flow	,045	,066	,215	,677	,505
	Ln Detailing stock (calls)	,229	,074	,726	3,085	,005
	Ln Other marketing expenditures stock	,066	,019	,515	3,441	,002
	Ln Competitive global marketing expenditures stock	-,164	,178	-,685	-,923	,366
	Ln Average drug price per DDD	-12,287	9,943	-3,059	-1,236	,229
	Drug age	,051	,027	9,843	1,865	,075
	Drug age^2	,000	,000	-15,421	-2,993	,006
	Ln Drug price x Ln Detailing flow	1,730	1,489	4,273	1,162	,257
	Ipad / Tablet (% of times used in calls)	,151	,177	,112	,852	,403
	Printed material (% of times used in calls)	-,174	,066	-,393	-2,623	,015
	Very useful (% of calls)	-,176	,081	-,311	-2,187	,039
	Increase / Will begin to prescribe (% of calls)	,216	,070	,432	3,096	,005
	Ln Avg number of products presented during the calls	,169	,066	,407	2,545	,018
	Quarter 2 (dummy)	,045	,042	,275	1,069	,296
	Quarter 3 (dummy)	,174	,061	1,053	2,859	,009
	Quarter 4 (dummy)	,204	,089	1,236	2,299	,031
	Year 2013 (dummy)	,201	,119	1,217	1,681	,106
	Year 2014 (dummy)	,537	,226	3,259	2,378	,026
	Year 2015 (dummy)	,878	,335	5,326	2,620	,015
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364

	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,086	-,225	,824	-,048
	Ln Drug price x Ln Detailing stock	,445	,074	,942	,016
	Laptop based materials (% of times used in calls)	,024	,224	,825	,048

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,044
	Ln Drug price x Ln Detailing stock	,000
	Laptop based materials (% of times used in calls)	,552

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age
2	Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,925	,855	,715	,038469174	,855	6,138
2	,926	,858	,667	,041631189	,003	,123

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	23	24	,000
2	4	20	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,209	23	,009	6,138	,000
	Residual	,036	24	,001		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,092	6,782		2,225	,036
	Ln Sales in DDDs lagged one period	-,533	,124	-,548	-4,284	,000
	Ln Sales in DDDs lagged two periods	-,142	,148	-,143	-,965	,344
	Ln Detailing flow (calls)	,995	,746	5,182	1,334	,195
	Ln Journal advertising flow	,008	,002	,421	4,327	,000
	Ln Mailing flow	,006	,005	,138	1,096	,284
	Ln Detailing stock (calls)	,232	,073	,738	3,179	,004
	Ln Other marketing expenditures stock	,064	,019	,500	3,416	,002

	Ln Competitive global marketing expenditures stock	-,160	,176	-,667	-,910	,372
	Ln Average drug price per DDD	-13,182	9,743	-3,282	-1,353	,189
	Drug age	,049	,027	9,570	1,839	,078
	Drug age^2	,000	,000	-15,476	-3,039	,006
	Ln Drug price x Ln Detailing flow	1,872	1,458	4,624	1,285	,211
	Ipad / Tablet (% of times used in calls)	,145	,175	,107	,827	,416
	Printed material (% of times used in calls)	-,172	,065	-,389	-2,633	,015
	Very useful (% of calls)	-,185	,078	-,327	-2,366	,026
	Increase / Will begin to prescribe (% of calls)	,219	,069	,437	3,172	,004
	Ln Avg number of products presented during the calls	,186	,061	,448	3,065	,005
	Quarter 2 (dummy)	,048	,042	,292	1,153	,260
	Quarter 3 (dummy)	,178	,060	1,080	2,983	,006
	Quarter 4 (dummy)	,215	,086	1,302	2,490	,020
	Year 2013 (dummy)	,214	,116	1,301	1,845	,077
	Year 2014 (dummy)	,572	,217	3,473	2,634	,015
	Year 2015 (dummy)	,917	,326	5,564	2,810	,010
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835

	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,215	,677	,505	,140
	Ln Average competitors price per DDD	-,157	-,444	,662	-,092
	Ln Drug price x Ln Detailing stock	1,077	,184	,855	,038
	Laptop based materials (% of times used in calls)	,023	,218	,829	,045

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,061
	Ln Average competitors price per DDD	,050
	Ln Drug price x Ln Detailing stock	,000
	Laptop based materials (% of times used in calls)	,552

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing flow (calls), Drug age
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,922	,851	,719	,038225526	,851	6,468
2	,926	,858	,667	,041631189	,008	,215

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	5	20	,952

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,208	22	,009	6,468	,000
	Residual	,037	25	,001		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14,649	6,718		2,181	,039
	Ln Sales in DDDs lagged one period	-,537	,123	-,553	-4,350	,000
	Ln Sales in DDDs lagged two periods	-,140	,147	-,140	-,952	,350
	Ln Detailing flow (calls)	,952	,739	4,962	1,288	,209
	Ln Journal advertising flow	,008	,002	,414	4,298	,000
	Ln Mailing flow	,005	,005	,124	,999	,328
	Ln Detailing stock (calls)	,225	,072	,715	3,122	,004
	Ln Other marketing expenditures stock	,063	,019	,494	3,405	,002
	Ln Competitive global marketing expenditures stock	-,124	,169	-,517	-,732	,471
	Ln Average drug price per DDD	-12,791	9,670	-3,185	-1,323	,198
	Drug age	,051	,027	9,872	1,914	,067
	Drug age^2	,000	,000	-15,354	-3,036	,006
	Ln Drug price x Ln Detailing flow	1,782	1,444	4,400	1,234	,229
	Printed material (% of times used in calls)	-,190	,062	-,429	-3,085	,005
	Very useful (% of calls)	-,189	,078	-,334	-2,433	,022
	Increase / Will begin to prescribe (% of calls)	,233	,066	,465	3,500	,002
	Ln Avg number of products presented during the calls	,195	,059	,471	3,310	,003
	Quarter 2 (dummy)	,041	,041	,252	1,020	,318
	Quarter 3 (dummy)	,167	,058	1,011	2,888	,008
	Quarter 4 (dummy)	,200	,084	1,213	2,385	,025
	Year 2013 (dummy)	,200	,114	1,216	1,755	,092
	Year 2014 (dummy)	,542	,213	3,289	2,547	,017
	Year 2015 (dummy)	,871	,319	5,284	2,726	,012
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005

	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,201	,638	,530	,129
	Ln Average competitors price per DDD	-,225	-,670	,509	-,136
	Ln Drug price x Ln Detailing stock	2,649	,502	,620	,102
	Ipad / Tablet (% of times used in calls)	,107	,827	,416	,167
	Laptop based materials (% of times used in calls)	,012	,114	,910	,023

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,061
	Ln Average competitors price per DDD	,054
	Ln Drug price x Ln Detailing stock	,000
	Ipad / Tablet (% of times used in calls)	,360
	Laptop based materials (% of times used in calls)	,561

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Sales in DDDs lagged two periods, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Year 2013 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Ln Detailing flow (calls), Drug age
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,921	,847	,724	,037882644	,847	6,873
2	,926	,858	,667	,041631189	,011	,255

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	6	20	,951

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,207	21	,010	6,873	,000
	Residual	,037	26	,001		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,017	6,280		2,073	,048
	Ln Sales in DDDs lagged one period	-,539	,122	-,555	-4,408	,000
	Ln Sales in DDDs lagged two periods	-,134	,145	-,135	-,924	,364
	Ln Detailing flow (calls)	,988	,731	5,148	1,352	,188
	Ln Journal advertising flow	,008	,002	,406	4,281	,000
	Ln Mailing flow	,005	,005	,130	1,055	,301
	Ln Detailing stock (calls)	,199	,062	,632	3,206	,004
	Ln Other marketing expenditures stock	,060	,018	,472	3,356	,002

	Ln Average drug price per DDD	-13,209	9,566	-3,289	-1,381	,179
	Drug age	,046	,025	8,926	1,804	,083
	Drug age^2	,000	,000	-14,156	-2,985	,006
	Ln Drug price x Ln Detailing flow	1,857	1,428	4,586	1,301	,205
	Printed material (% of times used in calls)	-,184	,061	-,416	-3,043	,005
	Very useful (% of calls)	-,183	,077	-,323	-2,388	,024
	Increase / Will begin to prescribe (% of calls)	,224	,065	,447	3,455	,002
	Ln Avg number of products presented during the calls	,207	,056	,499	3,663	,001
	Quarter 2 (dummy)	,049	,039	,295	1,241	,226
	Quarter 3 (dummy)	,178	,055	1,083	3,251	,003
	Quarter 4 (dummy)	,212	,081	1,286	2,603	,015
	Year 2013 (dummy)	,228	,107	1,381	2,124	,043
	Year 2014 (dummy)	,572	,207	3,473	2,768	,010
	Year 2015 (dummy)	,915	,311	5,552	2,942	,007
2	(Constant)	14,178	18,018		,787	,441
	Ln Sales in DDDs lagged one period	-,547	,139	-,563	-3,930	,001
	Ln Sales in DDDs lagged two periods	-,138	,179	-,139	-,771	,450
	Ln Detailing flow (calls)	,832	,866	4,333	,960	,348
	Ln Journal advertising flow	,008	,002	,411	3,654	,002
	Ln Mailing flow	,006	,006	,142	,929	,364
	Ln Detailing stock (calls)	,407	2,216	1,291	,184	,856
	Ln Other marketing expenditures stock	,066	,021	,515	3,156	,005
	Ln Average drug price per DDD	-13,774	31,602	-3,430	-,436	,668
	Drug age	,050	,031	9,734	1,633	,118
	Drug age^2	,000	,000	-15,357	-2,548	,019
	Ln Drug price x Ln Detailing flow	1,578	1,690	3,896	,933	,362
	Printed material (% of times used in calls)	-,175	,078	-,395	-2,237	,037
	Very useful (% of calls)	-,177	,090	-,312	-1,970	,063
	Increase / Will begin to prescribe (% of calls)	,216	,076	,431	2,842	,010
	Ln Avg number of products presented during the calls	,176	,076	,426	2,314	,031
	Quarter 2 (dummy)	,047	,047	,286	1,002	,328
	Quarter 3 (dummy)	,173	,067	1,052	2,602	,017
	Quarter 4 (dummy)	,207	,097	1,258	2,140	,045
	Year 2013 (dummy)	,207	,135	1,255	1,534	,141
	Year 2014 (dummy)	,545	,249	3,305	2,189	,041
	Year 2015 (dummy)	,887	,368	5,380	2,407	,026
	Ln Competitive global marketing expenditures flow	,038	,077	,185	,497	,624
	Ln Competitive global marketing expenditures stock	-,147	,211	-,612	-,694	,496
	Ln Average competitors price per DDD	-,204	,969	-,087	-,210	,835
	Ln Drug price x Ln Detailing stock	,355	4,225	,543	,084	,934
	Ipad / Tablet (% of times used in calls)	,134	,229	,099	,585	,565
	Laptop based materials (% of times used in calls)	,064	,350	,021	,182	,858

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,196	,626	,537	,124
	Ln Competitive global marketing expenditures stock	-,517	-,732	,471	-,145
	Ln Average competitors price per DDD	-,235	-,710	,484	-,141
	Ln Drug price x Ln Detailing stock	1,471	,291	,773	,058
	Ipad / Tablet (% of times used in calls)	,078	,623	,539	,124
	Laptop based materials (% of times used in calls)	,039	,408	,687	,081

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,062
	Ln Competitive global marketing expenditures stock	,012
	Ln Average competitors price per DDD	,055
	Ln Drug price x Ln Detailing stock	,000
	Ipad / Tablet (% of times used in calls)	,384
	Laptop based materials (% of times used in calls)	,679

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Very useful (% of calls), Quarter 3 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Year 2013 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Ln Detailing flow (calls), Drug age
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,918	,842	,726	,037780310	,842	7,213
2	,926	,858	,667	,041631189	,016	,319

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	7	20	,936

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,206	20	,010	7,213	,000
	Residual	,039	27	,001		
	Total	,244	47			
2	Regression	,210	27	,008	4,483	,001
	Residual	,035	20	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	11,721	6,105		1,920
	Ln Sales in DDDs lagged one period	-,504	,116	-,519	-4,345
	Ln Detailing flow (calls)	,927	,726	4,832	1,277
	Ln Journal advertising flow	,008	,002	,413	4,377
	Ln Mailing flow	,007	,005	,175	1,555
	Ln Detailing stock (calls)	,188	,061	,596	3,093
	Ln Other marketing expenditures stock	,054	,017	,422	3,260
	Ln Average drug price per DDD	-12,623	9,519	-3,143	-1,326
	Drug age	,037	,023	7,159	1,573
	Drug age^2	,000	,000	-13,043	-2,851
	Ln Drug price x Ln Detailing flow	1,745	1,419	4,309	1,230
	Printed material (% of times used in calls)	-,181	,060	-,409	-3,003
	Very useful (% of calls)	-,172	,076	-,304	-2,283
	Increase / Will begin to prescribe (% of calls)	,205	,061	,410	3,341
	Ln Avg number of products presented during the calls	,198	,055	,478	3,568
	Quarter 2 (dummy)	,069	,032	,420	2,164
	Quarter 3 (dummy)	,200	,050	1,211	4,013
	Quarter 4 (dummy)	,248	,071	1,506	3,488
	Year 2013 (dummy)	,277	,093	1,678	2,979
	Year 2014 (dummy)	,656	,185	3,983	3,542
	Year 2015 (dummy)	1,033	,283	6,267	3,652

Coefficients

Model		Sig.
1	(Constant)	,066
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,212
	Ln Journal advertising flow	,000
	Ln Mailing flow	,132
	Ln Detailing stock (calls)	,005
	Ln Other marketing expenditures stock	,003
	Ln Average drug price per DDD	,196
	Drug age	,127
	Drug age^2	,008
	Ln Drug price x Ln Detailing flow	,229
	Printed material (% of times used in calls)	,006

	Very useful (% of calls)	,031
	Increase / Will begin to prescribe (% of calls)	,002
	Ln Avg number of products presented during the calls	,001
	Quarter 2 (dummy)	,039
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,002
	Year 2013 (dummy)	,006
	Year 2014 (dummy)	,001
	Year 2015 (dummy)	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,135	-,924	,364	-,178
	Ln Competitive global marketing expenditures flow	,186	,595	,557	,116
	Ln Competitive global marketing expenditures stock	-,482	-,685	,499	-,133
	Ln Average competitors price per DDD	-,222	-,674	,507	-,131
	Ln Drug price x Ln Detailing stock	2,910	,633	,532	,123
	Ipad / Tablet (% of times used in calls)	,077	,617	,543	,120
	Laptop based materials (% of times used in calls)	,043	,455	,653	,089

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,276
	Ln Competitive global marketing expenditures flow	,062
	Ln Competitive global marketing expenditures stock	,012
	Ln Average competitors price per DDD	,055
	Ln Drug price x Ln Detailing stock	,000
	Ipad / Tablet (% of times used in calls)	,384
	Laptop based materials (% of times used in calls)	,681

10.17. Product LI4

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Mailing flow, Year 2013 (dummy), Very useful (% of calls), Quarter 3 (dummy), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,987	,974	,941	,051311256	,974	29,898

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439

	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Year 2013 (dummy), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age	.
2	Increase / Will begin to prescribe (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,987	,974	,944	,050136345	,974	32,568
2	,987	,974	,941	,051311256	,000	,004

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,950

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,047	25	,082	32,568	,000
	Residual	,055	22	,003		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,677	23,922		,279	,783
	Ln Sales in DDDs lagged one period	-,404	,202	-,430	-2,000	,058
	Ln Sales in DDDs lagged two periods	,113	,233	,131	,487	,631
	Ln Detailing flow (calls)	,063	,066	,104	,965	,345
	Ln Journal advertising flow	-,002	,005	-,038	-,526	,604
	Ln Mailing flow	-3,415E-5	,010	,000	-,003	,997
	Ln Competitive global marketing expenditures flow	-,077	,069	-,129	-1,109	,280
	Ln Detailing stock (calls)	,063	,175	,081	,362	,721
	Ln Other marketing expenditures stock	,023	,028	,075	,813	,425
	Ln Competitive global marketing expenditures stock	,111	,211	,157	,523	,606
	Ln Average drug price per DDD	-12,863	37,056	-,077	-,347	,732
	Ln Average competitors price per DDD	2,996	5,681	,319	,527	,603
	Drug age	,007	,023	,431	,289	,775
	Drug age^2	,000	,000	-1,015	-1,534	,139
	Ln Global marketing expenditures stock x Ln Average competitors price	-,220	,451	-,279	-,489	,630
	Ipad / Tablet (% of times used in calls)	,067	,174	,031	,386	,703
	Laptop based materials (% of times used in calls)	-,414	,578	-,038	-,716	,481
	Printed material (% of times used in calls)	,123	,129	,087	,954	,351
	Very useful (% of calls)	-,217	,244	-,065	-,891	,383
	Ln Avg number of products presented during the calls	,170	,226	,054	,755	,458
	Quarter 2 (dummy)	,124	,047	,257	2,656	,014
	Quarter 3 (dummy)	,169	,072	,349	2,350	,028
	Quarter 4 (dummy)	,289	,105	,598	2,747	,012
	Year 2013 (dummy)	,384	,148	,795	2,601	,016
	Year 2014 (dummy)	,697	,279	1,442	2,501	,020

	Year 2015 (dummy)	1,119	,399	2,315	2,806	,010
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	-,004	-,064	,950	-,014

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,332

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Year 2013 (dummy), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,987	,974	,946	,049199844	,974	35,222
2	,987	,974	,941	,051311256	,000	,073

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,930

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,046	24	,085	35,222	,000
	Residual	,056	23	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,417	23,465		,273	,787
	Ln Sales in DDDs lagged one period	-,413	,197	-,440	-2,100	,047
	Ln Sales in DDDs lagged two periods	,107	,228	,123	,470	,643
	Ln Detailing flow (calls)	,064	,064	,106	1,002	,327
	Ln Journal advertising flow	-,002	,005	-,033	-,470	,643
	Ln Mailing flow	,000	,010	-,002	-,035	,972
	Ln Competitive global marketing expenditures flow	-,074	,067	-,124	-1,092	,286
	Ln Detailing stock (calls)	,033	,153	,042	,215	,832

	Ln Other marketing expenditures stock	,021	,027	,068	,771	,448
	Ln Competitive global marketing expenditures stock	,128	,203	,182	,634	,532
	Ln Average drug price per DDD	-13,536	36,324	-,081	-,373	,713
	Ln Average competitors price per DDD	3,275	5,530	,349	,592	,559
	Drug age	,008	,022	,503	,346	,733
	Drug age^2	,000	,000	-1,061	-1,662	,110
	Ln Global marketing expenditures stock x Ln Average competitors price	-,235	,441	-,297	-,533	,599
	Laptop based materials (% of times used in calls)	-,351	,544	-,032	-,645	,525
	Printed material (% of times used in calls)	,115	,125	,081	,921	,367
	Very useful (% of calls)	-,179	,219	-,054	-,819	,421
	Ln Avg number of products presented during the calls	,201	,207	,063	,971	,342
	Quarter 2 (dummy)	,127	,045	,263	2,796	,010
	Quarter 3 (dummy)	,173	,070	,357	2,469	,021
	Quarter 4 (dummy)	,291	,103	,603	2,829	,010
	Year 2013 (dummy)	,384	,145	,795	2,649	,014
	Year 2014 (dummy)	,702	,273	1,453	2,570	,017
	Year 2015 (dummy)	1,119	,391	2,316	2,860	,009
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019

	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,031	,386	,703	,082
	Increase / Will begin to prescribe (% of calls)	-,008	-,130	,898	-,028

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,183
	Increase / Will begin to prescribe (% of calls)	,343

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Year 2013 (dummy), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Year 2014 (dummy), Drug age^2, Ln Average competitors price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,987	,973	,948	,048394371	,973	37,977
2	,987	,974	,941	,051311256	,000	,116

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,950

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,046	23	,089	37,977	,000
	Residual	,056	24	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,282	23,010		,316	,754
	Ln Sales in DDDs lagged one period	-,455	,173	-,484	-2,634	,015
	Ln Detailing flow (calls)	,072	,061	,118	1,180	,250
	Ln Journal advertising flow	-,003	,004	-,043	-,665	,512
	Ln Mailing flow	-,001	,010	-,003	-,067	,947
	Ln Competitive global marketing expenditures flow	-,087	,060	-,147	-1,452	,159
	Ln Detailing stock (calls)	,014	,145	,018	,096	,924
	Ln Other marketing expenditures stock	,022	,027	,073	,839	,410
	Ln Competitive global marketing expenditures stock	,151	,194	,214	,780	,443
	Ln Average drug price per DDD	-15,053	35,588	-,090	-,423	,676
	Ln Average competitors price per DDD	3,850	5,304	,410	,726	,475
	Drug age	,015	,015	1,006	1,043	,307
	Drug age^2	,000	,000	-1,244	-2,496	,020
	Ln Global marketing expenditures stock x Ln Average competitors price	-,271	,427	-,343	-,635	,532
	Laptop based materials (% of times used in calls)	-,301	,524	-,027	-,573	,572
	Printed material (% of times used in calls)	,129	,119	,091	1,079	,291
	Very useful (% of calls)	-,150	,207	-,045	-,727	,475
	Ln Avg number of products presented during the calls	,206	,203	,065	1,014	,321
	Quarter 2 (dummy)	,124	,044	,257	2,805	,010
	Quarter 3 (dummy)	,166	,067	,344	2,464	,021
	Quarter 4 (dummy)	,269	,090	,556	2,996	,006
	Year 2013 (dummy)	,351	,125	,726	2,817	,010
	Year 2014 (dummy)	,638	,232	1,319	2,745	,011
	Year 2015 (dummy)	1,034	,341	2,139	3,031	,006
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732

	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,123	,470	,643	,097
	Ipad / Tablet (% of times used in calls)	,028	,358	,723	,074
	Increase / Will begin to prescribe (% of calls)	-,008	-,141	,889	-,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,017
	Ipad / Tablet (% of times used in calls)	,184
	Increase / Will begin to prescribe (% of calls)	,343

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Year 2014 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,986	,973	,949	,047739778	,973	40,784
2	,987	,974	,941	,051311256	,001	,160

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,956

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,045	22	,093	40,784	,000
	Residual	,057	25	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,902	22,246		,445	,660
	Ln Sales in DDDs lagged one period	-,475	,167	-,506	-2,855	,009
	Ln Detailing flow (calls)	,074	,060	,121	1,223	,233
	Ln Journal advertising flow	-,004	,004	-,055	-,895	,380
	Ln Mailing flow	-,001	,010	-,006	-,122	,904
	Ln Competitive global marketing expenditures flow	-,083	,059	-,140	-1,411	,171
	Ln Detailing stock (calls)	,037	,138	,047	,271	,789
	Ln Other marketing expenditures stock	,024	,026	,078	,913	,370
	Ln Competitive global marketing expenditures stock	,160	,190	,226	,839	,409

	Ln Average drug price per DDD	-10,851	34,353	-,065	-,316	,755
	Ln Average competitors price per DDD	3,050	5,048	,325	,604	,551
	Drug age	,018	,014	1,188	1,323	,198
	Drug age^2	,000	,000	-1,288	-2,653	,014
	Ln Global marketing expenditures stock x Ln Average competitors price	-,192	,399	-,242	-,481	,635
	Printed material (% of times used in calls)	,161	,104	,113	1,541	,136
	Very useful (% of calls)	-,115	,194	-,034	-,590	,560
	Ln Avg number of products presented during the calls	,206	,201	,065	1,027	,314
	Quarter 2 (dummy)	,128	,043	,265	2,966	,007
	Quarter 3 (dummy)	,169	,066	,350	2,549	,017
	Quarter 4 (dummy)	,267	,088	,552	3,017	,006
	Year 2013 (dummy)	,338	,121	,700	2,798	,010
	Year 2014 (dummy)	,620	,227	1,284	2,731	,011
	Year 2015 (dummy)	1,013	,334	2,095	3,027	,006
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,090	,353	,727	,072
	Ipad / Tablet (% of times used in calls)	,014	,193	,849	,039
	Laptop based materials (% of times used in calls)	-,027	-,573	,572	-,116
	Increase / Will begin to prescribe (% of calls)	-,016	-,291	,773	-,059

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,017
	Ipad / Tablet (% of times used in calls)	,199
	Laptop based materials (% of times used in calls)	,491
	Increase / Will begin to prescribe (% of calls)	,370

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Very useful (% of calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Year 2014 (dummy), Ln Avg number of products presented during the calls, Quarter 2 (dummy), Year 2013 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,986	,973	,951	,047028688	,973	44,017
2	,987	,974	,941	,051311256	,001	,168

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,044	21	,097	44,017	,000
	Residual	,058	26	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,807	20,977		,324	,748
	Ln Sales in DDDs lagged one period	-,482	,164	-,513	-2,945	,007
	Ln Detailing flow (calls)	,070	,059	,115	1,191	,244
	Ln Journal advertising flow	-,004	,004	-,066	-1,186	,247
	Ln Mailing flow	-,002	,009	-,009	-,205	,839
	Ln Competitive global marketing expenditures flow	-,078	,057	-,131	-1,365	,184
	Ln Detailing stock (calls)	,065	,123	,083	,531	,600
	Ln Other marketing expenditures stock	,028	,024	,091	1,144	,263
	Ln Competitive global marketing expenditures stock	,195	,173	,277	1,131	,268
	Ln Average drug price per DDD	-14,343	33,076	-,085	-,434	,668
	Ln Average competitors price per DDD	,678	1,054	,072	,643	,526
	Drug age	,021	,012	1,402	1,823	,080
	Drug age^2	,000	,000	-1,416	-3,527	,002
	Printed material (% of times used in calls)	,196	,072	,139	2,724	,011
	Very useful (% of calls)	-,083	,180	-,025	-,460	,650
	Ln Avg number of products presented during the calls	,218	,196	,069	1,115	,275
	Quarter 2 (dummy)	,134	,041	,277	3,271	,003
	Quarter 3 (dummy)	,171	,065	,355	2,632	,014
	Quarter 4 (dummy)	,267	,087	,552	3,060	,005
	Year 2013 (dummy)	,333	,119	,688	2,805	,009
	Year 2014 (dummy)	,614	,223	1,270	2,748	,011
	Year 2015 (dummy)	,996	,328	2,062	3,039	,005
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613

	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,113	,466	,645	,093
	Ln Global marketing expenditures stock x Ln Average competitors price	-,242	-,481	,635	-,096
	Ipad / Tablet (% of times used in calls)	,020	,272	,788	,054
	Laptop based materials (% of times used in calls)	-,017	-,393	,698	-,078
	Increase / Will begin to prescribe (% of calls)	-,020	-,384	,704	-,077

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,018
	Ln Global marketing expenditures stock x Ln Average competitors price	,004
	Ipad / Tablet (% of times used in calls)	,205
	Laptop based materials (% of times used in calls)	,549
	Increase / Will begin to prescribe (% of calls)	,384

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,986	,972	,952	,046336648	,972	47,598
2	,987	,974	,941	,051311256	,001	,170

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,982

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,044	20	,102	47,598	,000
	Residual	,058	27	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,189	20,652		,348	,730
	Ln Sales in DDDs lagged one period	-,498	,157	-,530	-3,171	,004
	Ln Detailing flow (calls)	,072	,058	,118	1,244	,224
	Ln Journal advertising flow	-,004	,003	-,058	-1,112	,276
	Ln Mailing flow	-,001	,009	-,007	-,149	,883
	Ln Competitive global marketing expenditures flow	-,074	,056	-,125	-1,338	,192
	Ln Detailing stock (calls)	,054	,119	,069	,458	,651
	Ln Other marketing expenditures stock	,029	,024	,095	1,217	,234

	Ln Competitive global marketing expenditures stock	,217	,164	,307	1,323	,197
	Ln Average drug price per DDD	-13,633	32,554	-,081	-,419	,679
	Ln Average competitors price per DDD	,832	,985	,089	,844	,406
	Drug age	,021	,011	1,409	1,860	,074
	Drug age^2	,000	,000	-1,403	-3,556	,001
	Printed material (% of times used in calls)	,199	,071	,140	2,809	,009
	Ln Avg number of products presented during the calls	,259	,173	,081	1,498	,146
	Quarter 2 (dummy)	,139	,039	,288	3,579	,001
	Quarter 3 (dummy)	,183	,060	,378	3,063	,005
	Quarter 4 (dummy)	,280	,081	,579	3,446	,002
	Year 2013 (dummy)	,340	,116	,704	2,941	,007
	Year 2014 (dummy)	,633	,216	1,311	2,932	,007
	Year 2015 (dummy)	1,016	,320	2,102	3,173	,004
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,068	,299	,767	,059
	Ln Global marketing expenditures stock x Ln Average competitors price	-,140	-,300	,766	-,059
	Ipad / Tablet (% of times used in calls)	,005	,070	,945	,014
	Laptop based materials (% of times used in calls)	-,013	-,303	,764	-,059
	Very useful (% of calls)	-,025	-,460	,650	-,090
	Increase / Will begin to prescribe (% of calls)	-,026	-,549	,588	-,107

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,021
	Ln Global marketing expenditures stock x Ln Average competitors price	,005
	Ipad / Tablet (% of times used in calls)	,243
	Laptop based materials (% of times used in calls)	,570
	Very useful (% of calls)	,362
	Increase / Will begin to prescribe (% of calls)	,467

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,986	,972	,952	,046098653	,972	50,584
2	,987	,974	,941	,051311256	,002	,229

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,042	19	,107	50,584	,000
	Residual	,060	28	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,821	19,549		,093	,926
	Ln Sales in DDDs lagged one period	-,514	,155	-,547	-3,311	,003
	Ln Detailing flow (calls)	,052	,052	,085	,987	,332
	Ln Journal advertising flow	-,004	,003	-,055	-1,065	,296
	Ln Mailing flow	,000	,009	-,002	-,044	,965
	Ln Competitive global marketing expenditures flow	-,068	,055	-,115	-1,247	,223
	Ln Detailing stock (calls)	,052	,118	,066	,442	,662
	Ln Other marketing expenditures stock	,034	,023	,112	1,502	,144
	Ln Competitive global marketing expenditures stock	,173	,155	,245	1,120	,272
	Ln Average drug price per DDD	-22,923	30,481	-,137	-,752	,458
	Drug age	,019	,011	1,238	1,704	,099
	Drug age^2	,000	,000	-1,385	-3,535	,001
	Printed material (% of times used in calls)	,183	,068	,129	2,694	,012
	Ln Avg number of products presented during the calls	,215	,164	,068	1,312	,200
	Quarter 2 (dummy)	,135	,038	,278	3,514	,002
	Quarter 3 (dummy)	,167	,056	,345	2,962	,006
	Quarter 4 (dummy)	,277	,081	,573	3,432	,002
	Year 2013 (dummy)	,341	,115	,706	2,964	,006
	Year 2014 (dummy)	,628	,215	1,299	2,922	,007
	Year 2015 (dummy)	1,001	,318	2,071	3,146	,004
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Drug age	,006	,023	,430	,282	,781

	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,081	,359	,722	,069
	Ln Average competitors price per DDD	,089	,844	,406	,160
	Ln Global marketing expenditures stock x Ln Average competitors price	,073	,760	,454	,145
	Ipad / Tablet (% of times used in calls)	,004	,056	,955	,011
	Laptop based materials (% of times used in calls)	-,020	-,479	,635	-,092
	Very useful (% of calls)	-,036	-,708	,485	-,135
	Increase / Will begin to prescribe (% of calls)	-,034	-,740	,466	-,141

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,021
	Ln Average competitors price per DDD	,093
	Ln Global marketing expenditures stock x Ln Average competitors price	,111
	Ipad / Tablet (% of times used in calls)	,243
	Laptop based materials (% of times used in calls)	,598
	Very useful (% of calls)	,403
	Increase / Will begin to prescribe (% of calls)	,495

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,985	,970	,952	,046300268	,970	52,861
2	,987	,974	,941	,051311256	,003	,327

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,946

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,040	18	,113	52,861	,000
	Residual	,062	29	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,198	19,631		,112	,912
	Ln Sales in DDDs lagged one period	-,493	,155	-,524	-3,184	,003
	Ln Detailing flow (calls)	,042	,052	,068	,803	,429
	Ln Journal advertising flow	-,004	,003	-,055	-1,065	,296
	Ln Mailing flow	,003	,008	,017	,411	,684
	Ln Competitive global marketing expenditures flow	-,061	,055	-,103	-1,118	,273
	Ln Detailing stock (calls)	,058	,119	,074	,491	,627
	Ln Other marketing expenditures stock	,041	,022	,136	1,884	,070

	Ln Average drug price per DDD	-25,543	30,524	-,152	-,837	,410
	Drug age	,017	,011	1,142	1,577	,126
	Drug age^2	,000	,000	-1,477	-3,839	,001
	Printed material (% of times used in calls)	,176	,068	,124	2,601	,014
	Ln Avg number of products presented during the calls	,195	,164	,061	1,189	,244
	Quarter 2 (dummy)	,129	,038	,267	3,383	,002
	Quarter 3 (dummy)	,157	,056	,324	2,806	,009
	Quarter 4 (dummy)	,271	,081	,561	3,355	,002
	Year 2013 (dummy)	,296	,108	,613	2,734	,011
	Year 2014 (dummy)	,589	,213	1,219	2,766	,010
	Year 2015 (dummy)	,956	,317	1,979	3,017	,005
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,131	,599	,554	,112
	Ln Competitive global marketing expenditures stock	,245	1,120	,272	,207
	Ln Average competitors price per DDD	,045	,445	,660	,084
	Ln Global marketing expenditures stock x Ln Average competitors price	,027	,296	,769	,056
	Ipad / Tablet (% of times used in calls)	,014	,221	,826	,042
	Laptop based materials (% of times used in calls)	-,011	-,269	,790	-,051
	Very useful (% of calls)	-,044	-,890	,381	-,166
	Increase / Will begin to prescribe (% of calls)	-,040	-,886	,383	-,165

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,022
	Ln Competitive global marketing expenditures stock	,021
	Ln Average competitors price per DDD	,103
	Ln Global marketing expenditures stock x Ln Average competitors price	,128
	Ipad / Tablet (% of times used in calls)	,249
	Laptop based materials (% of times used in calls)	,619
	Very useful (% of calls)	,415
	Increase / Will begin to prescribe (% of calls)	,505

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Avg number of products presented during the calls, Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,984	,969	,952	,046492478	,969	55,436
2	,987	,974	,941	,051311256	,005	,403

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,919

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,037	17	,120	55,436	,000
	Residual	,065	30	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,251	19,095		-,170	,866
	Ln Sales in DDDs lagged one period	-,466	,154	-,496	-3,036	,005
	Ln Detailing flow (calls)	,016	,047	,026	,338	,738
	Ln Journal advertising flow	-,005	,003	-,072	-1,436	,161
	Ln Mailing flow	,003	,008	,012	,302	,765
	Ln Detailing stock (calls)	,011	,111	,014	,097	,924
	Ln Other marketing expenditures stock	,038	,022	,123	1,723	,095
	Ln Average drug price per DDD	-33,179	29,874	-,198	-1,111	,276
	Drug age	,017	,011	1,094	1,507	,142
	Drug age^2	,000	,000	-1,394	-3,677	,001
	Printed material (% of times used in calls)	,174	,068	,123	2,555	,016
	Ln Avg number of products presented during the calls	,116	,148	,036	,781	,441
	Quarter 2 (dummy)	,128	,038	,266	3,354	,002
	Quarter 3 (dummy)	,141	,054	,292	2,600	,014
	Quarter 4 (dummy)	,251	,079	,519	3,170	,003
	Year 2013 (dummy)	,284	,108	,587	2,622	,014
	Year 2014 (dummy)	,561	,212	1,161	2,641	,013
	Year 2015 (dummy)	,899	,314	1,860	2,862	,008
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363

	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,197	,982	,334	,179
	Ln Competitive global marketing expenditures flow	-,103	-1,118	,273	-,203
	Ln Competitive global marketing expenditures stock	,213	,971	,340	,177
	Ln Average competitors price per DDD	,035	,346	,732	,064
	Ln Global marketing expenditures stock x Ln Average competitors price	,022	,242	,810	,045
	Ipad / Tablet (% of times used in calls)	,007	,102	,919	,019
	Laptop based materials (% of times used in calls)	-,009	-,224	,824	-,042
	Very useful (% of calls)	-,033	-,676	,505	-,124
	Increase / Will begin to prescribe (% of calls)	-,035	-,777	,443	-,143

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,026
	Ln Competitive global marketing expenditures flow	,120
	Ln Competitive global marketing expenditures stock	,021
	Ln Average competitors price per DDD	,104
	Ln Global marketing expenditures stock x Ln Average competitors price	,128
	Ipad / Tablet (% of times used in calls)	,252
	Laptop based materials (% of times used in calls)	,620
	Very useful (% of calls)	,428
	Increase / Will begin to prescribe (% of calls)	,509

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,984	,969	,952	,046198947	,969	59,613
2	,987	,974	,941	,051311256	,005	,413

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,925

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,036	16	,127	59,613	,000
	Residual	,066	31	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,071	18,974		-,162	,872
	Ln Sales in DDDs lagged one period	-,472	,152	-,503	-3,099	,004
	Ln Detailing flow (calls)	,015	,046	,024	,317	,753
	Ln Journal advertising flow	-,005	,003	-,082	-1,729	,094
	Ln Mailing flow	,002	,008	,008	,192	,849
	Ln Detailing stock (calls)	-,024	,101	-,030	-,235	,816
	Ln Other marketing expenditures stock	,036	,022	,117	1,656	,108
	Ln Average drug price per DDD	-33,686	29,678	-,201	-1,135	,265

	Drug age	,015	,011	,996	1,402	,171
	Drug age^2	,000	,000	-1,426	-3,807	,001
	Printed material (% of times used in calls)	,181	,067	,128	2,699	,011
	Quarter 2 (dummy)	,134	,037	,278	3,608	,001
	Quarter 3 (dummy)	,146	,054	,302	2,729	,010
	Quarter 4 (dummy)	,255	,078	,528	3,260	,003
	Year 2013 (dummy)	,299	,106	,619	2,829	,008
	Year 2014 (dummy)	,593	,207	1,227	2,864	,007
	Year 2015 (dummy)	,954	,304	1,974	3,137	,004
2	(Constant)	6,373	24,946		,255	,801
	Ln Sales in DDDs lagged one period	-,409	,222	-,435	-1,843	,080
	Ln Detailing flow (calls)	,062	,072	,101	,860	,400
	Ln Journal advertising flow	-,002	,005	-,038	-,513	,613
	Ln Mailing flow	-7,429E-5	,011	,000	-,007	,994
	Ln Detailing stock (calls)	,062	,180	,079	,347	,732
	Ln Other marketing expenditures stock	,023	,029	,076	,788	,439
	Ln Average drug price per DDD	-13,448	39,025	-,080	-,345	,734
	Drug age	,006	,023	,430	,282	,781
	Drug age^2	,000	,000	-1,022	-1,492	,151
	Printed material (% of times used in calls)	,124	,134	,088	,931	,363
	Quarter 2 (dummy)	,125	,049	,259	2,554	,018
	Quarter 3 (dummy)	,169	,074	,350	2,296	,032
	Quarter 4 (dummy)	,290	,109	,600	2,654	,015
	Year 2013 (dummy)	,385	,152	,797	2,539	,019
	Year 2014 (dummy)	,700	,289	1,448	2,420	,025
	Year 2015 (dummy)	1,123	,412	2,323	2,724	,013
	Ln Sales in DDDs lagged two periods	,113	,239	,130	,474	,641
	Ln Competitive global marketing expenditures flow	-,076	,071	-,129	-1,074	,295
	Ln Competitive global marketing expenditures stock	,111	,217	,158	,514	,613
	Ln Average competitors price per DDD	2,900	6,009	,309	,483	,634
	Ln Global marketing expenditures stock x Ln Average competitors price	-,213	,478	-,269	-,445	,661
	Ipad / Tablet (% of times used in calls)	,065	,180	,030	,360	,722
	Laptop based materials (% of times used in calls)	-,402	,621	-,036	-,647	,525
	Very useful (% of calls)	-,208	,292	-,062	-,713	,484
	Increase / Will begin to prescribe (% of calls)	-,011	,171	-,004	-,064	,950
	Ln Avg number of products presented during the calls	,172	,233	,054	,739	,468

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,136	,710	,483	,129
	Ln Competitive global marketing expenditures flow	-,056	-,667	,510	-,121
	Ln Competitive global marketing expenditures stock	,201	,920	,365	,166
	Ln Average competitors price per DDD	,015	,151	,881	,027
	Ln Global marketing expenditures stock x Ln Average competitors price	,005	,056	,956	,010
	Ipad / Tablet (% of times used in calls)	,018	,291	,773	,053
	Laptop based materials (% of times used in calls)	-,003	-,074	,941	-,014
	Very useful (% of calls)	-,042	-,961	,344	-,173
	Increase / Will begin to prescribe (% of calls)	-,039	-,870	,391	-,157
	Ln Avg number of products presented during the calls	,036	,781	,441	,141

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,028
	Ln Competitive global marketing expenditures flow	,147
	Ln Competitive global marketing expenditures stock	,021
	Ln Average competitors price per DDD	,110
	Ln Global marketing expenditures stock x Ln Average competitors price	,136
	Ipad / Tablet (% of times used in calls)	,268
	Laptop based materials (% of times used in calls)	,643
	Very useful (% of calls)	,532
	Increase / Will begin to prescribe (% of calls)	,516
	Ln Avg number of products presented during the calls	,472

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Year 2014 (dummy), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,983	,966	,950	,047440769	,966	60,128
2	,987	,974	,941	,051311256	,008	,578

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	11	21	,826

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,030	15	,135	60,128	,000
	Residual	,072	32	,002		
	Total	2,102	47			
2	Regression	2,047	26	,079	29,898	,000
	Residual	,055	21	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-1,525	19,460		-,078
	Ln Sales in DDDs lagged one period	-,427	,154	-,454	-2,772
	Ln Detailing flow (calls)	,036	,046	,059	,790
	Ln Journal advertising flow	-,006	,003	-,089	-1,835
	Ln Mailing flow	-,002	,008	-,011	-,265
	Ln Detailing stock (calls)	,018	,101	,023	,176
	Ln Average drug price per DDD	-30,135	30,396	-,180	-,991
	Drug age	,015	,011	1,008	1,381
	Drug age^2	,000	,000	-1,397	-3,635
	Printed material (% of times used in calls)	,209	,067	,147	3,126
	Quarter 2 (dummy)	,138	,038	,286	3,623
	Quarter 3 (dummy)	,153	,055	,316	2,780
	Quarter 4 (dummy)	,246	,080	,509	3,067
	Year 2013 (dummy)	,272	,107	,563	2,536
	Year 2014 (dummy)	,538	,210	1,114	2,565
	Year 2015 (dummy)	,924	,312	1,912	2,965

Coefficients

Model		Sig.
1	(Constant)	,938
	Ln Sales in DDDs lagged one period	,009
	Ln Detailing flow (calls)	,435
	Ln Journal advertising flow	,076
	Ln Mailing flow	,793
	Ln Detailing stock (calls)	,861
	Ln Average drug price per DDD	,329
	Drug age	,177
	Drug age^2	,001
	Printed material (% of times used in calls)	,004
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,009
	Quarter 4 (dummy)	,004
	Year 2013 (dummy)	,016
	Year 2014 (dummy)	,015
	Year 2015 (dummy)	,006

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,185	,959	,345	,170
	Ln Competitive global marketing expenditures flow	-,042	-,492	,626	-,088
	Ln Other marketing expenditures stock	,117	1,656	,108	,285
	Ln Competitive global marketing expenditures stock	,287	1,366	,182	,238
	Ln Average competitors price per DDD	,047	,483	,632	,086
	Ln Global marketing expenditures stock x Ln Average competitors price	,023	,255	,801	,046
	Ipad / Tablet (% of times used in calls)	,001	,011	,991	,002
	Laptop based materials (% of times used in calls)	-,003	-,081	,936	-,014
	Very useful (% of calls)	-,054	-1,242	,224	-,218
	Increase / Will begin to prescribe (% of calls)	-,039	-,843	,406	-,150
	Ln Avg number of products presented during the calls	,027	,575	,569	,103

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,029
	Ln Competitive global marketing expenditures flow	,148
	Ln Other marketing expenditures stock	,204
	Ln Competitive global marketing expenditures stock	,024
	Ln Average competitors price per DDD	,115
	Ln Global marketing expenditures stock x Ln Average competitors price	,138
	Ipad / Tablet (% of times used in calls)	,276
	Laptop based materials (% of times used in calls)	,643
	Very useful (% of calls)	,552
	Increase / Will begin to prescribe (% of calls)	,516
	Ln Avg number of products presented during the calls	,478

10.18. Product LI5

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,901	,779	,056723518	,901	7,377

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	26	21	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232

	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,901	,789	,055422483	,901	8,037
2	,949	,901	,779	,056723518	,000	,002

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	25	22	,000
2	1	21	,962

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,617	25	,025	8,037	,000
	Residual	,068	22	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,767	4,457		1,743	,095
	Ln Sales in DDDs lagged one period	-,088	,151	-,101	-,584	,565
	Ln Sales in DDDs lagged two periods	,280	,177	,366	1,586	,127
	Ln Detailing flow (calls)	-,221	,504	-1,000	-,438	,665
	Ln Journal advertising flow	,002	,004	,079	,629	,536
	Ln Mailing flow	-,010	,004	-,255	-2,208	,038
	Ln Competitive global marketing expenditures flow	,072	,046	,288	1,549	,136
	Ln Detailing stock (calls)	,139	,164	,538	,848	,405
	Ln Competitive global marketing expenditures stock	,153	,112	,483	1,361	,187
	Ln Average drug price per DDD	-5,525	5,836	-3,160	-,947	,354
	Ln Average competitors price per DDD	,911	,345	3,167	2,643	,015
	Drug age	,010	,025	1,121	,392	,699
	Drug age^2	,000	,000	-3,603	-1,876	,074
	Ln Drug price x Ln Detailing flow	,463	,740	3,320	,626	,538
	Ipad / Tablet (% of times used in calls)	,017	,218	,008	,077	,940
	Laptop based materials (% of times used in calls)	-,398	,517	-,072	-,769	,450
	Printed material (% of times used in calls)	,154	,102	,191	1,509	,145
	Very useful (% of calls)	-,269	,165	-,190	-1,625	,118
	Increase / Will begin to prescribe (% of calls)	,134	,144	,112	,935	,360
	Ln Avg number of products presented during the calls	-,127	,120	-,092	-1,055	,303
	Quarter 2 (dummy)	,189	,048	,686	3,937	,001
	Quarter 3 (dummy)	,268	,074	,973	3,608	,002
	Quarter 4 (dummy)	,426	,117	1,546	3,646	,001
	Year 2013 (dummy)	,535	,166	1,940	3,220	,004
	Year 2014 (dummy)	1,038	,307	3,764	3,387	,003
	Year 2015 (dummy)	1,504	,461	5,451	3,258	,004
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574

	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	-,008	-,049	,962	-,011

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,168

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Quarter 3 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,901	,798	,054211515	,901	8,749
2	,949	,901	,779	,056723518	,000	,004

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	24	23	,000
2	2	21	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,617	24	,026	8,749	,000
	Residual	,068	23	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,760	4,359		1,780	,088
	Ln Sales in DDDs lagged one period	-,090	,146	-,103	-,616	,544
	Ln Sales in DDDs lagged two periods	,280	,173	,367	1,622	,118
	Ln Detailing flow (calls)	-,212	,480	-,961	-,442	,663
	Ln Journal advertising flow	,002	,004	,079	,643	,527
	Ln Mailing flow	-,010	,004	-,257	-2,332	,029
	Ln Competitive global marketing expenditures flow	,071	,045	,286	1,592	,125
	Ln Detailing stock (calls)	,137	,158	,530	,866	,396
	Ln Competitive global marketing expenditures stock	,151	,107	,477	1,406	,173
	Ln Average drug price per DDD	-5,408	5,509	-3,093	-,982	,336
	Ln Average competitors price per DDD	,904	,323	3,140	2,801	,010
	Drug age	,009	,024	1,083	,393	,698
	Drug age^2	,000	,000	-3,574	-1,940	,065
	Ln Drug price x Ln Detailing flow	,451	,707	3,231	,638	,530
	Laptop based materials (% of times used in calls)	-,403	,501	-,073	-,805	,429

	Printed material (% of times used in calls)	,157	,096	,194	1,626	,118
	Very useful (% of calls)	-,266	,156	-,188	-1,698	,103
	Increase / Will begin to prescribe (% of calls)	,132	,138	,111	,957	,349
	Ln Avg number of products presented during the calls	-,129	,116	-,093	-1,108	,279
	Quarter 2 (dummy)	,189	,047	,686	4,026	,001
	Quarter 3 (dummy)	,268	,073	,972	3,689	,001
	Quarter 4 (dummy)	,426	,114	1,544	3,727	,001
	Year 2013 (dummy)	,535	,163	1,941	3,294	,003
	Year 2014 (dummy)	1,038	,300	3,762	3,461	,002
	Year 2015 (dummy)	1,504	,451	5,454	3,334	,003
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	-,009	-,057	,955	-,012
	Ipad / Tablet (% of times used in calls)	,008	,077	,940	,016

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,169
	Ipad / Tablet (% of times used in calls)	,389

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Year 2014 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Quarter 3 (dummy), Printed material (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,949	,900	,803	,053505686	,900	9,355
2	,949	,901	,779	,056723518	,002	,118

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	23	24	,000
2	3	21	,948

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,616	23	,027	9,355	,000
	Residual	,069	24	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,815	4,301		1,817	,082
	Ln Sales in DDDs lagged two periods	,276	,170	,361	1,621	,118
	Ln Detailing flow (calls)	-,219	,474	-,992	-,462	,648
	Ln Journal advertising flow	,003	,003	,101	,871	,392
	Ln Mailing flow	-,010	,004	-,257	-2,357	,027
	Ln Competitive global marketing expenditures flow	,064	,043	,256	1,501	,147
	Ln Detailing stock (calls)	,090	,137	,350	,659	,516
	Ln Competitive global marketing expenditures stock	,139	,104	,439	1,333	,195
	Ln Average drug price per DDD	-5,941	5,369	-3,398	-1,107	,279
	Ln Average competitors price per DDD	,877	,315	3,047	2,780	,010
	Drug age	,006	,023	,699	,264	,794
	Drug age^2	,000	,000	-3,546	-1,951	,063
	Ln Drug price x Ln Detailing flow	,474	,697	3,399	,681	,502
	Laptop based materials (% of times used in calls)	-,462	,486	-,084	-,951	,351
	Printed material (% of times used in calls)	,153	,095	,189	1,612	,120
	Very useful (% of calls)	-,290	,149	-,205	-1,948	,063
	Increase / Will begin to prescribe (% of calls)	,146	,135	,123	1,087	,288
	Ln Avg number of products presented during the calls	-,112	,111	-,081	-1,006	,324
	Quarter 2 (dummy)	,184	,046	,668	4,032	,000
	Quarter 3 (dummy)	,263	,071	,954	3,690	,001
	Quarter 4 (dummy)	,420	,112	1,522	3,736	,001
	Year 2013 (dummy)	,511	,156	1,852	3,284	,003
	Year 2014 (dummy)	1,019	,294	3,693	3,461	,002
	Year 2015 (dummy)	1,486	,444	5,388	3,344	,003
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158

	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,103	-,616	,544	-,127
	Ln Other marketing expenditures stock	-,008	-,048	,962	-,010
	Ipad / Tablet (% of times used in calls)	,018	,168	,868	,035

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,154
	Ln Other marketing expenditures stock	,170
	Ipad / Tablet (% of times used in calls)	,398

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,947	,896	,804	,053403651	,896	9,777
2	,949	,901	,779	,056723518	,005	,290

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	22	25	,000
2	4	21	,881

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,613	22	,028	9,777	,000
	Residual	,071	25	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,613	4,103		1,612	,120
	Ln Sales in DDDs lagged two periods	,268	,170	,350	1,576	,128
	Ln Detailing flow (calls)	-,194	,472	-,878	-,411	,685
	Ln Journal advertising flow	,004	,003	,129	1,157	,258
	Ln Mailing flow	-,010	,004	-,255	-2,352	,027
	Ln Competitive global marketing expenditures flow	,072	,042	,287	1,719	,098
	Ln Detailing stock (calls)	,150	,122	,579	1,225	,232
	Ln Competitive global marketing expenditures stock	,153	,103	,484	1,486	,150
	Ln Average drug price per DDD	-5,198	5,302	-2,973	-,980	,336
	Ln Average competitors price per DDD	,869	,315	3,021	2,762	,011
	Drug age	,006	,023	,707	,268	,791
	Drug age^2	,000	,000	-3,346	-1,857	,075
	Ln Drug price x Ln Detailing flow	,428	,694	3,069	,617	,543
	Printed material (% of times used in calls)	,124	,090	,154	1,383	,179
	Very useful (% of calls)	-,281	,148	-,198	-1,890	,070
	Increase / Will begin to prescribe (% of calls)	,133	,134	,111	,991	,331
	Ln Avg number of products presented during the calls	-,093	,109	-,067	-,848	,405
	Quarter 2 (dummy)	,186	,046	,673	4,071	,000
	Quarter 3 (dummy)	,278	,069	1,007	4,000	,000
	Quarter 4 (dummy)	,432	,111	1,567	3,881	,001
	Year 2013 (dummy)	,543	,152	1,967	3,578	,001
	Year 2014 (dummy)	1,054	,291	3,821	3,617	,001
	Year 2015 (dummy)	1,530	,441	5,546	3,467	,002
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574

	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,128	-,789	,438	-,159
	Ln Other marketing expenditures stock	-,053	-,350	,729	-,071
	Ipad / Tablet (% of times used in calls)	,033	,324	,749	,066
	Laptop based materials (% of times used in calls)	-,084	-,951	,351	-,191

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,160
	Ln Other marketing expenditures stock	,190
	Ipad / Tablet (% of times used in calls)	,410
	Laptop based materials (% of times used in calls)	,535

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,944	,892	,804	,053385768	,892	10,202
2	,949	,901	,779	,056723518	,010	,406

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000
2	5	21	,839

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,611	21	,029	10,202	,000
	Residual	,074	26	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,174	4,078		1,514	,142
	Ln Sales in DDDs lagged two periods	,250	,169	,327	1,483	,150
	Ln Detailing flow (calls)	-,158	,471	-,715	-,335	,740
	Ln Journal advertising flow	,003	,003	,118	1,060	,299
	Ln Mailing flow	-,009	,004	-,236	-2,211	,036
	Ln Competitive global marketing expenditures flow	,075	,042	,301	1,810	,082
	Ln Detailing stock (calls)	,173	,120	,669	1,442	,161
	Ln Competitive global marketing expenditures stock	,157	,103	,496	1,527	,139

	Ln Average drug price per DDD	-4,757	5,282	-2,721	-,901	,376
	Ln Average competitors price per DDD	,869	,315	3,021	2,763	,010
	Drug age	,007	,023	,836	,317	,754
	Drug age^2	,000	,000	-3,481	-1,938	,064
	Ln Drug price x Ln Detailing flow	,385	,692	2,756	,556	,583
	Printed material (% of times used in calls)	,120	,090	,148	1,335	,193
	Very useful (% of calls)	-,190	,117	-,134	-1,624	,116
	Ln Avg number of products presented during the calls	-,089	,109	-,064	-,811	,424
	Quarter 2 (dummy)	,182	,045	,659	4,001	,000
	Quarter 3 (dummy)	,283	,069	1,026	4,087	,000
	Quarter 4 (dummy)	,439	,111	1,591	3,948	,001
	Year 2013 (dummy)	,559	,151	2,025	3,707	,001
	Year 2014 (dummy)	1,075	,291	3,897	3,699	,001
	Year 2015 (dummy)	1,575	,439	5,710	3,590	,001
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,148	-,926	,363	-,182
	Ln Other marketing expenditures stock	-,041	-,272	,788	-,054
	Ipad / Tablet (% of times used in calls)	,016	,161	,873	,032
	Laptop based materials (% of times used in calls)	-,074	-,835	,412	-,165
	Increase / Will begin to prescribe (% of calls)	,111	,991	,331	,194

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,164
	Ln Other marketing expenditures stock	,191
	Ipad / Tablet (% of times used in calls)	,421
	Laptop based materials (% of times used in calls)	,542
	Increase / Will begin to prescribe (% of calls)	,333

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Year 2014 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Year 2013 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,943	,889	,807	,053046958	,889	10,816
2	,949	,901	,779	,056723518	,012	,436

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	20	27	,000
2	6	21	,847

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,609	20	,030	10,816	,000
	Residual	,076	27	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,454	4,038		1,599	,122
	Ln Sales in DDDs lagged two periods	,227	,165	,297	1,374	,181
	Ln Detailing flow (calls)	-,176	,467	-,796	-,376	,710
	Ln Journal advertising flow	,004	,003	,138	1,279	,212
	Ln Mailing flow	-,008	,004	-,224	-2,130	,042
	Ln Competitive global marketing expenditures flow	,071	,041	,284	1,732	,095
	Ln Detailing stock (calls)	,185	,118	,716	1,567	,129
	Ln Competitive global marketing expenditures stock	,158	,102	,501	1,550	,133
	Ln Average drug price per DDD	-5,083	5,233	-2,907	-,971	,340
	Ln Average competitors price per DDD	,885	,312	3,077	2,838	,009
	Drug age	,013	,021	1,528	,616	,543
	Drug age^2	,000	,000	-3,904	-2,285	,030
	Ln Drug price x Ln Detailing flow	,410	,687	2,937	,597	,556
	Printed material (% of times used in calls)	,116	,089	,143	1,302	,204
	Very useful (% of calls)	-,198	,116	-,140	-1,708	,099
	Quarter 2 (dummy)	,174	,044	,630	3,944	,001
	Quarter 3 (dummy)	,279	,069	1,010	4,061	,000
	Quarter 4 (dummy)	,422	,108	1,528	3,889	,001
	Year 2013 (dummy)	,536	,147	1,941	3,642	,001
	Year 2014 (dummy)	1,023	,282	3,708	3,632	,001
	Year 2015 (dummy)	1,500	,426	5,438	3,520	,002
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716

	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,105	-,678	,504	-,132
	Ln Other marketing expenditures stock	-,039	-,264	,794	-,052
	Ipad / Tablet (% of times used in calls)	,025	,251	,804	,049
	Laptop based materials (% of times used in calls)	-,059	-,678	,504	-,132
	Increase / Will begin to prescribe (% of calls)	,107	,966	,343	,186
	Ln Avg number of products presented during the calls	-,064	-,811	,424	-,157

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,176
	Ln Other marketing expenditures stock	,191
	Ipad / Tablet (% of times used in calls)	,426
	Laptop based materials (% of times used in calls)	,560
	Increase / Will begin to prescribe (% of calls)	,334
	Ln Avg number of products presented during the calls	,672

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Ln Competitive global marketing expenditures stock, Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,882	,802	,053701802	,882	11,023
2	,949	,901	,779	,056723518	,019	,585

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	7	21	,760

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,604	19	,032	11,023	,000
	Residual	,081	28	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,826	4,077		1,674	,105
	Ln Sales in DDDs lagged two periods	,293	,160	,383	1,835	,077
	Ln Detailing flow (calls)	-,338	,456	-1,530	-,741	,465
	Ln Journal advertising flow	,004	,003	,137	1,259	,218
	Ln Mailing flow	-,007	,004	-,180	-1,786	,085
	Ln Competitive global marketing expenditures flow	,068	,041	,273	1,648	,111
	Ln Detailing stock (calls)	,208	,118	,803	1,755	,090
	Ln Competitive global marketing expenditures stock	,140	,103	,442	1,366	,183

	Ln Average drug price per DDD	-6,958	5,093	-3,980	-1,366	,183
	Ln Average competitors price per DDD	,878	,316	3,051	2,780	,010
	Drug age	,021	,021	2,388	,986	,333
	Drug age^2	-,001	,000	-4,699	-2,910	,007
	Ln Drug price x Ln Detailing flow	,671	,665	4,810	1,009	,321
	Very useful (% of calls)	-,214	,116	-,151	-1,839	,077
	Quarter 2 (dummy)	,188	,043	,682	4,356	,000
	Quarter 3 (dummy)	,292	,069	1,059	4,255	,000
	Quarter 4 (dummy)	,436	,109	1,580	3,990	,000
	Year 2013 (dummy)	,559	,148	2,028	3,787	,001
	Year 2014 (dummy)	1,044	,285	3,785	3,668	,001
	Year 2015 (dummy)	1,523	,431	5,522	3,534	,001
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,081	-,518	,609	-,099
	Ln Other marketing expenditures stock	-,042	-,278	,784	-,053
	Ipad / Tablet (% of times used in calls)	,051	,519	,608	,099
	Laptop based materials (% of times used in calls)	-,021	-,253	,802	-,049
	Printed material (% of times used in calls)	,143	1,302	,204	,243
	Increase / Will begin to prescribe (% of calls)	,100	,888	,382	,169
	Ln Avg number of products presented during the calls	-,058	-,731	,471	-,139

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,178
	Ln Other marketing expenditures stock	,191
	Ipad / Tablet (% of times used in calls)	,447
	Laptop based materials (% of times used in calls)	,616
	Printed material (% of times used in calls)	,339
	Increase / Will begin to prescribe (% of calls)	,334
	Ln Avg number of products presented during the calls	,674

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average competitors price per DDD, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,935	,874	,796	,054496748	,874	11,198
2	,949	,901	,779	,056723518	,027	,721

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	8	21	,671

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,599	18	,033	11,198	,000
	Residual	,086	29	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10,156	3,316		3,062	,005
	Ln Sales in DDDs lagged two periods	,353	,156	,462	2,272	,031
	Ln Detailing flow (calls)	-,506	,445	-2,294	-1,137	,265
	Ln Journal advertising flow	,004	,003	,138	1,248	,222
	Ln Mailing flow	-,006	,004	-,167	-1,637	,112
	Ln Competitive global marketing expenditures flow	,044	,038	,177	1,162	,255
	Ln Detailing stock (calls)	,139	,109	,539	1,280	,211
	Ln Average drug price per DDD	-8,434	5,051	-4,824	-1,670	,106
	Ln Average competitors price per DDD	,540	,200	1,879	2,707	,011
	Drug age	,015	,021	1,781	,737	,467
	Drug age^2	-,001	,000	-5,398	-3,473	,002
	Ln Drug price x Ln Detailing flow	,909	,651	6,516	1,396	,173
	Very useful (% of calls)	-,192	,117	-,136	-1,641	,112
	Quarter 2 (dummy)	,201	,043	,728	4,696	,000
	Quarter 3 (dummy)	,303	,069	1,097	4,372	,000
	Quarter 4 (dummy)	,463	,109	1,678	4,247	,000
	Year 2013 (dummy)	,587	,148	2,128	3,952	,000
	Year 2014 (dummy)	1,077	,288	3,905	3,744	,001
	Year 2015 (dummy)	1,636	,429	5,931	3,811	,001
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002

	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,052	-,330	,744	-,062
	Ln Other marketing expenditures stock	-,106	-,748	,461	-,140
	Ln Competitive global marketing expenditures stock	,442	1,366	,183	,250
	Ipad / Tablet (% of times used in calls)	,018	,182	,857	,034
	Laptop based materials (% of times used in calls)	-,039	-,471	,641	-,089
	Printed material (% of times used in calls)	,120	1,071	,293	,198
	Increase / Will begin to prescribe (% of calls)	,107	,937	,357	,174
	Ln Avg number of products presented during the calls	-,061	-,752	,458	-,141

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,181
	Ln Other marketing expenditures stock	,221
	Ln Competitive global marketing expenditures stock	,040
	Ipad / Tablet (% of times used in calls)	,474
	Laptop based materials (% of times used in calls)	,634
	Printed material (% of times used in calls)	,346
	Increase / Will begin to prescribe (% of calls)	,335
	Ln Avg number of products presented during the calls	,674

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Very useful (% of calls), Quarter 3 (dummy), Year 2013 (dummy), Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average competitors price per DDD, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,932	,868	,794	,054814642	,868	11,641
2	,949	,901	,779	,056723518	,033	,779

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	9	21	,637

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,595	17	,035	11,641	,000
	Residual	,090	30	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,192	3,213		3,483	,002
	Ln Sales in DDDs lagged two periods	,356	,156	,465	2,276	,030
	Ln Detailing flow (calls)	-,573	,444	-2,595	-1,289	,207
	Ln Journal advertising flow	,004	,003	,143	1,289	,207
	Ln Mailing flow	-,006	,004	-,169	-1,654	,109
	Ln Detailing stock (calls)	,113	,107	,438	1,056	,299
	Ln Average drug price per DDD	-8,960	5,060	-5,125	-1,771	,087
	Ln Average competitors price per DDD	,493	,197	1,713	2,508	,018
	Drug age	,017	,021	1,999	,825	,416

	Drug age^2	-,001	,000	-5,895	-3,922	,000
	Ln Drug price x Ln Detailing flow	1,012	,649	7,251	1,559	,130
	Very useful (% of calls)	-,193	,118	-,137	-1,644	,111
	Quarter 2 (dummy)	,203	,043	,736	4,726	,000
	Quarter 3 (dummy)	,302	,070	1,096	4,342	,000
	Quarter 4 (dummy)	,467	,110	1,694	4,267	,000
	Year 2013 (dummy)	,632	,144	2,291	4,382	,000
	Year 2014 (dummy)	1,123	,287	4,072	3,918	,000
	Year 2015 (dummy)	1,716	,426	6,222	4,027	,000
2	(Constant)	7,793	4,592		1,697	,104
	Ln Sales in DDDs lagged two periods	,278	,189	,363	1,472	,156
	Ln Detailing flow (calls)	-,218	,519	-,988	-,420	,679
	Ln Journal advertising flow	,002	,004	,082	,571	,574
	Ln Mailing flow	-,010	,005	-,254	-2,099	,048
	Ln Detailing stock (calls)	,142	,176	,548	,804	,430
	Ln Average drug price per DDD	-5,500	5,996	-3,146	-,917	,369
	Ln Average competitors price per DDD	,906	,366	3,151	2,475	,022
	Drug age	,010	,028	1,186	,369	,716
	Drug age^2	,000	,000	-3,646	-1,692	,105
	Ln Drug price x Ln Detailing flow	,460	,760	3,299	,606	,551
	Very useful (% of calls)	-,271	,176	-,192	-1,539	,139
	Quarter 2 (dummy)	,189	,051	,684	3,734	,001
	Quarter 3 (dummy)	,268	,077	,972	3,491	,002
	Quarter 4 (dummy)	,425	,124	1,540	3,433	,002
	Year 2013 (dummy)	,533	,175	1,933	3,044	,006
	Year 2014 (dummy)	1,033	,332	3,745	3,111	,005
	Year 2015 (dummy)	1,499	,483	5,433	3,103	,005
	Ln Sales in DDDs lagged one period	-,089	,155	-,101	-,572	,573
	Ln Competitive global marketing expenditures flow	,071	,049	,286	1,462	,159
	Ln Other marketing expenditures stock	-,001	,024	-,008	-,049	,962
	Ln Competitive global marketing expenditures stock	,151	,123	,476	1,230	,232
	Ipad / Tablet (% of times used in calls)	,016	,224	,008	,070	,945
	Laptop based materials (% of times used in calls)	-,389	,557	-,071	-,699	,492
	Printed material (% of times used in calls)	,154	,105	,191	1,465	,158
	Increase / Will begin to prescribe (% of calls)	,135	,147	,113	,915	,371
	Ln Avg number of products presented during the calls	-,127	,123	-,091	-1,030	,315

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,027	-,170	,866	-,032
	Ln Competitive global marketing expenditures flow	,177	1,162	,255	,211
	Ln Other marketing expenditures stock	-,124	-,882	,385	-,162
	Ln Competitive global marketing expenditures stock	,216	,715	,480	,132
	Ipad / Tablet (% of times used in calls)	,005	,048	,962	,009
	Laptop based materials (% of times used in calls)	-,053	-,638	,528	-,118
	Printed material (% of times used in calls)	,121	1,076	,291	,196
	Increase / Will begin to prescribe (% of calls)	,117	1,025	,314	,187
	Ln Avg number of products presented during the calls	-,046	-,568	,574	-,105

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,185
	Ln Competitive global marketing expenditures flow	,187
	Ln Other marketing expenditures stock	,224
	Ln Competitive global marketing expenditures stock	,049
	Ipad / Tablet (% of times used in calls)	,480
	Laptop based materials (% of times used in calls)	,649
	Printed material (% of times used in calls)	,346
	Increase / Will begin to prescribe (% of calls)	,337
	Ln Avg number of products presented during the calls	,689

Variables Entered/Removed

Model	Variables Entered
1	Year 2015 (dummy), Quarter 4 (dummy), Ln Mailing flow, Quarter 3 (dummy), Year 2014 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Ln Sales in DDDs lagged two periods, Year 2013 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,925	,857	,782	,056298920	,857	11,564
2	,949	,901	,779	,056723518	,045	,954

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	16	31	,000
2	10	21	,508

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,586	16	,037	11,564	,000
	Residual	,098	31	,003		
	Total	,685	47			
2	Regression	,617	26	,024	7,377	,000
	Residual	,068	21	,003		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10,460	3,268		3,201
	Ln Sales in DDDs lagged two periods	,338	,160	,441	2,107
	Ln Detailing flow (calls)	-,561	,456	-2,543	-1,230
	Ln Journal advertising flow	,002	,003	,081	,756
	Ln Mailing flow	-,007	,004	-,198	-1,907
	Ln Detailing stock (calls)	,128	,110	,495	1,168
	Ln Average drug price per DDD	-7,527	5,119	-4,305	-1,470
	Ln Average competitors price per DDD	,408	,195	1,417	2,094
	Drug age	,013	,021	1,536	,621
	Drug age^2	-,001	,000	-5,070	-3,484
	Ln Drug price x Ln Detailing flow	,959	,666	6,872	1,440
	Quarter 2 (dummy)	,199	,044	,722	4,518
	Quarter 3 (dummy)	,290	,071	1,052	4,081
	Quarter 4 (dummy)	,455	,112	1,651	4,057
	Year 2013 (dummy)	,641	,148	2,323	4,330
	Year 2014 (dummy)	1,108	,294	4,018	3,767
	Year 2015 (dummy)	1,684	,437	6,106	3,852

Coefficients

Model		Sig.
1	(Constant)	,003
	Ln Sales in DDDs lagged two periods	,043
	Ln Detailing flow (calls)	,228
	Ln Journal advertising flow	,455
	Ln Mailing flow	,066
	Ln Detailing stock (calls)	,252
	Ln Average drug price per DDD	,152
	Ln Average competitors price per DDD	,045
	Drug age	,539
	Drug age^2	,001
	Ln Drug price x Ln Detailing flow	,160
	Quarter 2 (dummy)	,000
	Quarter 3 (dummy)	,000

	Quarter 4 (dummy)	,000
	Year 2013 (dummy)	,000
	Year 2014 (dummy)	,001
	Year 2015 (dummy)	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,069	-,438	,664	-,080
	Ln Competitive global marketing expenditures flow	,180	1,148	,260	,205
	Ln Other marketing expenditures stock	-,028	-,206	,838	-,038
	Ln Competitive global marketing expenditures stock	,148	,481	,634	,087
	Ipad / Tablet (% of times used in calls)	-,011	-,116	,909	-,021
	Laptop based materials (% of times used in calls)	-,043	-,507	,616	-,092
	Printed material (% of times used in calls)	,143	1,254	,220	,223
	Very useful (% of calls)	-,137	-1,644	,111	-,287
	Increase / Will begin to prescribe (% of calls)	-,021	-,226	,823	-,041
	Ln Avg number of products presented during the calls	-,055	-,667	,510	-,121

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,190
	Ln Competitive global marketing expenditures flow	,187
	Ln Other marketing expenditures stock	,259
	Ln Competitive global marketing expenditures stock	,050
	Ipad / Tablet (% of times used in calls)	,485
	Laptop based materials (% of times used in calls)	,652
	Printed material (% of times used in calls)	,352
	Very useful (% of calls)	,635
	Increase / Will begin to prescribe (% of calls)	,557
	Ln Avg number of products presented during the calls	,692

11. Model 8.3 – Separate regressions for periods 1 and 2

11.1. Product BL1

Period 1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Mailing flow, Ln Drug price x drug age, Quarter 4 (dummy), Ln Journal advertising flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,997	,988	,062415585	,997	119,892

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	5	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,072	13	,467	119,892	,000
	Residual	,019	5	,004		
	Total	6,091	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	5,546	5,850		,948
	Ln Sales in DDDs lagged one period	,171	,210	,174	,813
	Ln Detailing flow (calls)	-,250	,998	-,184	-,250
	Ln Journal advertising flow	,022	,010	,075	2,101
	Ln Mailing flow	,007	,007	,045	,995
	Ln Detailing stock (calls)	,477	,199	,252	2,401
	Ln Average drug price per DDD	-1,208	3,371	-,508	-,358

	Ln Average competitors price per DDD	-1,185	1,050	-,190	-1,129
	Drug age	,039	,062	,382	,639
	Ln Drug price x Ln Detailing flow	,195	,637	,440	,306
	Ln Drug price x drug age	-,003	,039	-,033	-,078
	Printed material (% of times used in calls)	-,166	,349	-,061	-,477
	Quarter 4 (dummy)	,222	,096	,143	2,315
	Year 2013 (dummy)	,220	,143	,187	1,534

Coefficients

Model		Sig.
1	(Constant)	,387
	Ln Sales in DDDs lagged one period	,453
	Ln Detailing flow (calls)	,812
	Ln Journal advertising flow	,090
	Ln Mailing flow	,365
	Ln Detailing stock (calls)	,062
	Ln Average drug price per DDD	,735
	Ln Average competitors price per DDD	,310
	Drug age	,551
	Ln Drug price x Ln Detailing flow	,772
	Ln Drug price x drug age	,941
	Printed material (% of times used in calls)	,654
	Quarter 4 (dummy)	,068
	Year 2013 (dummy)	,186

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Detailing flow (calls), Printed material (% of times used in calls), Ln Drug price x drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Public reimbursement (dummy), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,054925627	,998	753,346

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	15	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,545	13	2,273	753,346	,000
	Residual	,045	15	,003		
	Total	29,591	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	5,047	4,887		1,033
	Ln Sales in DDDs lagged one period	-,233	,208	-,234	-1,120
	Ln Detailing flow (calls)	,082	,353	,018	,232
	Ln Journal advertising flow	,002	,004	,007	,435
	Ln Mailing flow	,000	,005	-,001	-,041
	Ln Detailing stock (calls)	,714	,243	,129	2,941
	Ln Average drug price per DDD	-1,680	3,474	-,363	-,484
	Ln Average competitors price per DDD	-,225	1,174	-,009	-,192
	Drug age	,103	,033	,856	3,105
	Ln Drug price x Ln Detailing flow	,029	,334	,048	,086
	Ln Drug price x drug age	-,030	,031	-,237	-,973
	Public reimbursement (dummy)	-,517	,296	-,252	-1,750
	Printed material (% of times used in calls)	,230	,180	,016	1,277
	Quarter 4 (dummy)	,035	,031	,016	1,107

Coefficients

Model		Sig.
1	(Constant)	,318
	Ln Sales in DDDs lagged one period	,280
	Ln Detailing flow (calls)	,820
	Ln Journal advertising flow	,670
	Ln Mailing flow	,968
	Ln Detailing stock (calls)	,010
	Ln Average drug price per DDD	,636
	Ln Average competitors price per DDD	,851
	Drug age	,007
	Ln Drug price x Ln Detailing flow	,932
	Ln Drug price x drug age	,346
	Public reimbursement (dummy)	,101
	Printed material (% of times used in calls)	,221
	Quarter 4 (dummy)	,286

11.2. Product BL2

Period 1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Public reimbursement (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Quarter 4 (dummy), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,997	,994	,985	,052468796	,994	106,650

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	11	7	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,230	11	,294	106,650	,000
	Residual	,019	7	,003		
	Total	3,249	18			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t
1	(Constant)	7,215	6,798		1,061
	Ln Detailing flow (calls)	,549	,881	,380	,624
	Ln Journal advertising flow	,011	,005	,092	2,166
	Ln Mailing flow	,006	,005	,053	1,215
	Ln Detailing stock (calls)	-,026	,216	-,006	-,122
	Ln Average drug price per DDD	3,448	5,847	,756	,590
	Drug age	,044	,018	,585	2,450
	Ln Drug price x Ln Detailing flow	-,566	,747	-1,224	-,757
	Laptop based materials (% of times used in calls)	,435	,741	,025	,587
	Printed material (% of times used in calls)	,248	,104	,125	2,384
	Quarter 4 (dummy)	,208	,083	,183	2,514
	Year 2013 (dummy)	,156	,137	,183	1,142

Coefficients

Model		Sig.
1	(Constant)	,324
	Ln Detailing flow (calls)	,553
	Ln Journal advertising flow	,067
	Ln Mailing flow	,264
	Ln Detailing stock (calls)	,907
	Ln Average drug price per DDD	,574
	Drug age	,044
	Ln Drug price x Ln Detailing flow	,474
	Laptop based materials (% of times used in calls)	,576
	Printed material (% of times used in calls)	,049
	Quarter 4 (dummy)	,040
	Year 2013 (dummy)	,291

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2014 (dummy), Ln Drug price x Ln Detailing flow, Quarter 4 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Detailing flow (calls), Public reimbursement (dummy), Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,945	,893	,813	,079621246	,893	11,125

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	16	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,846	12	,071	11,125	,000
	Residual	,101	16	,006		
	Total	,948	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,941	13,456		,516
	Ln Detailing flow (calls)	,994	1,826	1,367	,544
	Ln Journal advertising flow	,000	,006	-,003	-,024
	Ln Mailing flow	-,002	,007	-,034	-,304
	Ln Detailing stock (calls)	,262	,301	,166	,872
	Ln Average drug price per DDD	3,077	12,875	,570	,239
	Drug age	,012	,011	,552	1,048
	Ln Drug price x Ln Detailing flow	-,965	1,847	-1,662	-,523
	Public reimbursement (dummy)	-,106	,132	-,290	-,810
	Laptop based materials (% of times used in calls)	-1,601	,633	-,313	-2,532
	Printed material (% of times used in calls)	-,032	,257	-,016	-,126
	Quarter 4 (dummy)	,116	,063	,297	1,832
	Year 2014 (dummy)	,029	,112	,080	,263

Coefficients

Model		Sig.
1	(Constant)	,613
	Ln Detailing flow (calls)	,594
	Ln Journal advertising flow	,981
	Ln Mailing flow	,765
	Ln Detailing stock (calls)	,396
	Ln Average drug price per DDD	,814
	Drug age	,310
	Ln Drug price x Ln Detailing flow	,608
	Public reimbursement (dummy)	,430
	Laptop based materials (% of times used in calls)	,022
	Printed material (% of times used in calls)	,901
	Quarter 4 (dummy)	,086
	Year 2014 (dummy)	,796

11.3. Product PA1

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Quarter 3 (dummy), Ln Drug price x drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 4 (dummy), Quarter 2 (dummy), Ln Detailing stock (calls), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,882	,576	,057736816	,882	2,883

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	5	,125

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,125	13	,010	2,883	,125
	Residual	,017	5	,003		
	Total	,142	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	10,240	30,476		,336
	Ln Sales in DDDs lagged one period	-,033	,369	-,031	-,090
	Ln Detailing flow (calls)	,004	,055	,012	,065
	Ln Journal advertising flow	,007	,009	,187	,792
	Ln Mailing flow	-,004	,007	-,118	-,516
	Ln Detailing stock (calls)	-,330	,671	-,421	-,491
	Ln Average drug price per DDD	-33,564	34,741	-13,878	-,966
	Ln Average competitors price per DDD	57,145	77,587	8,945	,737
	Drug age	-,050	,193	-3,201	-,261
	Ln Drug price x drug age	,139	,521	1,642	,268
	Quarter 2 (dummy)	-,246	,643	-1,326	-,383
	Quarter 3 (dummy)	-,176	,651	-,830	-,270
	Quarter 4 (dummy)	-,042	,656	-,176	-,063
	Year 2013 (dummy)	-,135	,728	-,754	-,185

Coefficients

Model		Sig.
1	(Constant)	,751
	Ln Sales in DDDs lagged one period	,932
	Ln Detailing flow (calls)	,951
	Ln Journal advertising flow	,464
	Ln Mailing flow	,628
	Ln Detailing stock (calls)	,644
	Ln Average drug price per DDD	,378
	Ln Average competitors price per DDD	,494
	Drug age	,804
	Ln Drug price x drug age	,800
	Quarter 2 (dummy)	,718
	Quarter 3 (dummy)	,798
	Quarter 4 (dummy)	,952
	Year 2013 (dummy)	,860

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing flow	20,896	1,097	,334	,481

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	6,237E-5

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Detailing flow (calls), Quarter 4 (dummy), Ln Average drug price per DDD, Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Quarter 3 (dummy), Ln Detailing stock (calls), Drug age, Year 2014 (dummy)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,923	,852	,724	,031318285	,852	6,650

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	15	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,085	13	,007	6,650	,000
	Residual	,015	15	,001		
	Total	,100	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	29,449	4,317		6,822
	Ln Sales in DDDs lagged one period	-,664	,169	-,647	-3,927
	Ln Detailing flow (calls)	,034	,038	,119	,901
	Ln Journal advertising flow	-,003	,002	-,151	-1,191
	Ln Mailing flow	-,001	,004	-,022	-,156
	Ln Detailing stock (calls)	,126	,225	,120	,560
	Ln Average drug price per DDD	8,162	15,253	,072	,535
	Ln Average competitors price per DDD	-26,739	9,408	-5,134	-2,842
	Drug age	-,026	,008	-3,659	-3,055
	Quarter 2 (dummy)	,119	,035	,823	3,435
	Quarter 3 (dummy)	,197	,060	1,507	3,282
	Quarter 4 (dummy)	,289	,085	2,279	3,378
	Year 2014 (dummy)	-,359	,274	-3,015	-1,311
	Year 2015 (dummy)	-,108	,358	-,910	-,303

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,001
	Ln Detailing flow (calls)	,382
	Ln Journal advertising flow	,252
	Ln Mailing flow	,878
	Ln Detailing stock (calls)	,584
	Ln Average drug price per DDD	,600
	Ln Average competitors price per DDD	,012
	Drug age	,008
	Quarter 2 (dummy)	,004
	Quarter 3 (dummy)	,005
	Quarter 4 (dummy)	,004
	Year 2014 (dummy)	,210
	Year 2015 (dummy)	,766

11.4. Product PA2

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Journal advertising flow, Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Quarter 4 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Drug age, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,962	,925	,774	,034567170	,925	6,138

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	6	,018

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,088	12	,007	6,138	,018
	Residual	,007	6	,001		
	Total	,095	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	20,735	4,656		4,453
	Ln Sales in DDDs lagged one period	,113	,407	,104	,278
	Ln Detailing flow (calls)	-2,333	1,516	-4,290	-1,539
	Ln Journal advertising flow	,007	,003	,404	2,162
	Ln Mailing flow	,007	,009	,242	,855
	Ln Detailing stock (calls)	-,202	,376	-,156	-,538
	Ln Average competitors price per DDD	-23,098	16,647	-8,265	-1,387
	Drug age	-,013	,017	-,977	-,726
	Ln Drug price x Ln Detailing flow	8,003	4,985	5,652	1,605
	Quarter 2 (dummy)	-,075	,293	-,491	-,255
	Quarter 3 (dummy)	,063	,306	,362	,205
	Quarter 4 (dummy)	,103	,363	,530	,283
	Year 2013 (dummy)	,081	,398	,550	,203

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Sales in DDDs lagged one period	,790
	Ln Detailing flow (calls)	,175
	Ln Journal advertising flow	,074
	Ln Mailing flow	,425
	Ln Detailing stock (calls)	,610
	Ln Average competitors price per DDD	,215
	Drug age	,495
	Ln Drug price x Ln Detailing flow	,160
	Quarter 2 (dummy)	,807
	Quarter 3 (dummy)	,844
	Quarter 4 (dummy)	,787
	Year 2013 (dummy)	,846

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	15,776	,751	,487	,318
	Drug age^2	-2,523	-,168	,873	-,075

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	3,066E-5
	Drug age^2	6,651E-5

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Average drug price per DDD, Quarter 4 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age^2, Ln Average competitors price per DDD, Year 2014 (dummy), Drug age, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,911	,830	,635	,032912227	,830	4,244

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	13	,006

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,069	15	,005	4,244	,006
	Residual	,014	13	,001		
	Total	,083	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	21,006	6,962		3,017
	Ln Sales in DDDs lagged one period	-,637	,177	-,626	-3,603
	Ln Detailing flow (calls)	,067	,758	,355	,088
	Ln Journal advertising flow	,005	,002	,342	1,970
	Ln Mailing flow	,003	,003	,150	1,034
	Ln Detailing stock (calls)	,126	,156	,581	,808
	Ln Average drug price per DDD	-9,598	23,457	-2,550	-,409
	Ln Average competitors price per DDD	14,269	18,654	1,413	,765
	Drug age	,007	,042	1,079	,163
	Drug age^2	,000	,000	-3,675	-,666
	Ln Drug price x Ln Detailing flow	-,198	2,807	-,631	-,071
	Quarter 2 (dummy)	,052	,049	,392	1,051
	Quarter 3 (dummy)	,175	,072	1,461	2,432
	Quarter 4 (dummy)	,263	,098	2,274	2,697
	Year 2014 (dummy)	,119	,304	1,094	,392
	Year 2015 (dummy)	,388	,383	3,568	1,013

Coefficients

Model		Sig.
1	(Constant)	,010
	Ln Sales in DDDs lagged one period	,003
	Ln Detailing flow (calls)	,931
	Ln Journal advertising flow	,071
	Ln Mailing flow	,320
	Ln Detailing stock (calls)	,434
	Ln Average drug price per DDD	,689
	Ln Average competitors price per DDD	,458
	Drug age	,873
	Drug age^2	,517
	Ln Drug price x Ln Detailing flow	,945
	Quarter 2 (dummy)	,312
	Quarter 3 (dummy)	,030
	Quarter 4 (dummy)	,018
	Year 2014 (dummy)	,702
	Year 2015 (dummy)	,330

11.5. Product PA3

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Mailing flow, Quarter 3 (dummy), Ln Detailing flow (calls), Quarter 2 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 4 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Drug age^2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,941	,886	,657	,053170226	,886	3,871

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	6	,054

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,131	12	,011	3,871	,054
	Residual	,017	6	,003		
	Total	,148	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	17,583	6,154		2,857
	Ln Sales in DDDs lagged one period	-,414	,316	-,407	-1,311
	Ln Detailing flow (calls)	-,089	,080	-,245	-1,114
	Ln Journal advertising flow	,005	,005	,208	1,120
	Ln Mailing flow	,000	,005	,005	,032
	Ln Detailing stock (calls)	,146	,273	,173	,533
	Ln Average drug price per DDD	2,413	12,037	,215	,200
	Drug age	,014	,075	,838	,181
	Drug age^2	,000	,001	-1,864	-,392
	Quarter 2 (dummy)	,154	,123	,808	1,245
	Quarter 3 (dummy)	,245	,143	1,130	1,718
	Quarter 4 (dummy)	,383	,180	1,580	2,129
	Year 2013 (dummy)	,436	,229	2,378	1,900

Coefficients

Model		Sig.
1	(Constant)	,029
	Ln Sales in DDDs lagged one period	,238
	Ln Detailing flow (calls)	,308
	Ln Journal advertising flow	,306
	Ln Mailing flow	,976
	Ln Detailing stock (calls)	,613
	Ln Average drug price per DDD	,848
	Drug age	,862
	Drug age^2	,709
	Quarter 2 (dummy)	,260
	Quarter 3 (dummy)	,137
	Quarter 4 (dummy)	,077
	Year 2013 (dummy)	,106

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing flow	18,696	1,040	,346	,422

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	5,823E-5

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 3 (dummy), Ln Mailing flow, Quarter 2 (dummy), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Quarter 4 (dummy), Drug age, Year 2014 (dummy), Drug age^2, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,899	,809	,617	,033157066	,809	4,224

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	14	,005

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,065	14	,005	4,224	,005
	Residual	,015	14	,001		
	Total	,080	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,843	5,518		3,415
	Ln Sales in DDDs lagged one period	-,766	,206	-,768	-3,713
	Ln Detailing flow (calls)	,303	,620	1,286	,489
	Ln Journal advertising flow	,002	,003	,112	,636
	Ln Mailing flow	-,005	,003	-,253	-1,405
	Ln Detailing stock (calls)	,348	,146	,511	2,375
	Ln Average drug price per DDD	11,485	17,444	3,023	,658
	Drug age	-,012	,028	-1,946	-,430
	Drug age^2	-8,786E-5	,000	-1,706	-,414
	Ln Drug price x Ln Detailing flow	-1,228	2,247	-2,716	-,547
	Quarter 2 (dummy)	,078	,061	,599	1,284
	Quarter 3 (dummy)	,160	,093	1,361	1,720
	Quarter 4 (dummy)	,247	,123	2,168	2,005
	Year 2014 (dummy)	,392	,339	3,667	1,157
	Year 2015 (dummy)	,736	,490	6,881	1,500

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Sales in DDDs lagged one period	,002
	Ln Detailing flow (calls)	,632
	Ln Journal advertising flow	,535
	Ln Mailing flow	,182
	Ln Detailing stock (calls)	,032
	Ln Average drug price per DDD	,521
	Drug age	,674
	Drug age^2	,685
	Ln Drug price x Ln Detailing flow	,593
	Quarter 2 (dummy)	,220
	Quarter 3 (dummy)	,107
	Quarter 4 (dummy)	,065
	Year 2014 (dummy)	,266
	Year 2015 (dummy)	,156

11.6. Product PA5

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Detailing stock (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,748	,559	,278	,056363537	,559	1,991

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	11	,148

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,044	7	,006	1,991	,148
	Residual	,035	11	,003		
	Total	,079	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-25,804	16,911		-1,526
	Ln Detailing flow (calls)	6,191	2,535	28,642	2,442
	Ln Journal advertising flow	-,006	,007	-,418	-,884
	Ln Mailing flow	,004	,005	,181	,748
	Ln Detailing stock (calls)	,089	,134	,152	,662
	Ln Average drug price per DDD	121,257	53,224	14,309	2,278
	Drug age	-,013	,009	-1,082	-1,420
	Ln Drug price x Ln Detailing flow	-19,428	8,020	-32,432	-2,422

Coefficients

Model		Sig.
1	(Constant)	,155
	Ln Detailing flow (calls)	,033
	Ln Journal advertising flow	,396
	Ln Mailing flow	,470
	Ln Detailing stock (calls)	,522
	Ln Average drug price per DDD	,044
	Drug age	,183
	Ln Drug price x Ln Detailing flow	,034

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,797	,635	,514	,036403502	,635	5,230

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	7	21	,001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,049	7	,007	5,230	,001
	Residual	,028	21	,001		
	Total	,076	28			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	7,422	5,365		1,383
	Ln Detailing flow (calls)	,691	,781	4,431	,886
	Ln Journal advertising flow	,005	,002	,427	2,659
	Ln Mailing flow	-,012	,004	-,494	-3,299
	Ln Detailing stock (calls)	-,045	,054	-,145	-,843
	Ln Average drug price per DDD	19,592	20,026	5,321	,978
	Drug age	,007	,002	1,101	3,658
	Ln Drug price x Ln Detailing flow	-2,406	2,920	-5,775	-,824

Coefficients

Model		Sig.
1	(Constant)	,181
	Ln Detailing flow (calls)	,386
	Ln Journal advertising flow	,015
	Ln Mailing flow	,003
	Ln Detailing stock (calls)	,409
	Ln Average drug price per DDD	,339
	Drug age	,001
	Ln Drug price x Ln Detailing flow	,419

11.7. Product HE1

Period 1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Journal advertising flow, Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Ln Sales in DDDs lagged one period, Quarter 4 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Drug age^2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,896	,803	,557	,053459345	,803	3,263

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	8	,054

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,093	10	,009	3,263	,054
	Residual	,023	8	,003		
	Total	,116	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-423,132	385,459		-1,098
	Ln Sales in DDDs lagged one period	-,465	,245	-,433	-1,900
	Ln Detailing flow (calls)	-,026	,063	-,130	-,410
	Ln Detailing stock (calls)	-,030	,241	-,083	-,125
	Ln Average drug price per DDD	-555,623	485,147	-,505	-1,145
	Drug age	,093	,117	6,504	,791
	Drug age^2	-,001	,001	-8,541	-,940
	Quarter 2 (dummy)	,123	,062	,731	1,995
	Quarter 3 (dummy)	,222	,098	1,160	2,261
	Quarter 4 (dummy)	,357	,143	1,666	2,496
	Year 2013 (dummy)	,397	,194	2,452	2,050

Coefficients

Model		Sig.
1	(Constant)	,304
	Ln Sales in DDDs lagged one period	,094
	Ln Detailing flow (calls)	,692
	Ln Detailing stock (calls)	,904
	Ln Average drug price per DDD	,285
	Drug age	,452
	Drug age^2	,375
	Quarter 2 (dummy)	,081
	Quarter 3 (dummy)	,054
	Quarter 4 (dummy)	,037
	Year 2013 (dummy)	,074

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Ln Mailing flow, Ln Sales in DDDs lagged one period, Quarter 4 (dummy), Ln Detailing flow (calls), Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,939	,882	,780	,032613498	,882	8,618

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	13	15	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,119	13	,009	8,618	,000
	Residual	,016	15	,001		
	Total	,135	28			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t
1	(Constant)	26,216	3,074		8,528
	Ln Sales in DDDs lagged one period	-,802	,158	-,770	-5,083
	Ln Detailing flow (calls)	,035	,025	,333	1,417
	Ln Journal advertising flow	-,005	,003	-,193	-1,790
	Ln Mailing flow	-,005	,006	-,147	-,760

	Ln Detailing stock (calls)	,094	,058	,693	1,625
	Ln Average drug price per DDD	1,309	6,432	,353	,204
	Drug age	,015	,072	1,829	,207
	Drug age^2	,000	,000	-4,014	-,569
	Quarter 2 (dummy)	,127	,040	,755	3,191
	Quarter 3 (dummy)	,227	,074	1,484	3,073
	Quarter 4 (dummy)	,330	,100	2,237	3,304
	Year 2014 (dummy)	,459	,126	3,310	3,643
	Year 2015 (dummy)	,898	,243	6,482	3,691

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Detailing flow (calls)	,177
	Ln Journal advertising flow	,094
	Ln Mailing flow	,459
	Ln Detailing stock (calls)	,125
	Ln Average drug price per DDD	,841
	Drug age	,839
	Drug age^2	,578
	Quarter 2 (dummy)	,006
	Quarter 3 (dummy)	,008
	Quarter 4 (dummy)	,005
	Year 2014 (dummy)	,002
	Year 2015 (dummy)	,002

11.8. Product HE2

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Quarter 3 (dummy), Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Quarter 2 (dummy), Quarter 4 (dummy), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,906	,719	,038377046	,906	4,841

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	6	,032

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,086	12	,007	4,841	,032
	Residual	,009	6	,001		
	Total	,094	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,345	5,081		3,217
	Ln Sales in DDDs lagged one period	-,425	,212	-,402	-2,008
	Ln Detailing flow (calls)	,039	,051	,163	,761
	Ln Journal advertising flow	,005	,003	,213	1,447
	Ln Mailing flow	-,009	,005	-,336	-1,727
	Ln Competitive global marketing expenditures flow	-,075	,046	-,441	-1,629
	Ln Detailing stock (calls)	-,037	,162	-,087	-,226
	Ln Average drug price per DDD	-7,848	3,959	-3,776	-1,982
	Drug age	-,032	,014	-2,492	-2,274
	Quarter 2 (dummy)	-,260	,205	-1,717	-1,268
	Quarter 3 (dummy)	-,189	,207	-1,091	-,909
	Quarter 4 (dummy)	,010	,221	,054	,047
	Year 2013 (dummy)	,072	,241	,496	,301

Coefficients

Model		Sig.
1	(Constant)	,018
	Ln Sales in DDDs lagged one period	,091
	Ln Detailing flow (calls)	,475
	Ln Journal advertising flow	,198
	Ln Mailing flow	,135
	Ln Competitive global marketing expenditures flow	,154
	Ln Detailing stock (calls)	,829
	Ln Average drug price per DDD	,095
	Drug age	,063
	Quarter 2 (dummy)	,252
	Quarter 3 (dummy)	,398
	Quarter 4 (dummy)	,964
	Year 2013 (dummy)	,774

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Year 2014 (dummy), Ln Detailing stock (calls), Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,943	,889	,762	,028919734	,889	6,964

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	13	,001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	15	,006	6,964	,001
	Residual	,011	13	,001		
	Total	,098	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	34,191	5,764		5,932
	Ln Sales in DDDs lagged one period	-,651	,152	-,653	-4,295
	Ln Detailing flow (calls)	-,336	,241	-1,662	-1,393
	Ln Journal advertising flow	,007	,002	,476	3,653
	Ln Mailing flow	-,005	,004	-,244	-1,401
	Ln Competitive global marketing expenditures flow	-,019	,033	-,118	-,590
	Ln Detailing stock (calls)	-,381	,174	-1,306	-2,185
	Ln Average drug price per DDD	6,150	4,204	11,696	1,463
	Drug age	,017	,029	2,384	,562
	Drug age^2	,000	,000	-9,532	-2,515
	Ln Drug price x Ln Detailing flow	-,246	,224	-2,848	-1,097
	Quarter 2 (dummy)	,145	,033	1,007	4,321
	Quarter 3 (dummy)	,264	,050	2,026	5,305
	Quarter 4 (dummy)	,396	,072	3,146	5,480
	Year 2014 (dummy)	,724	,182	6,130	3,973
	Year 2015 (dummy)	2,176	1,002	18,416	2,173

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,001
	Ln Detailing flow (calls)	,187
	Ln Journal advertising flow	,003
	Ln Mailing flow	,185
	Ln Competitive global marketing expenditures flow	,565
	Ln Detailing stock (calls)	,048
	Ln Average drug price per DDD	,167
	Drug age	,584
	Drug age^2	,026
	Ln Drug price x Ln Detailing flow	,293
	Quarter 2 (dummy)	,001
	Quarter 3 (dummy)	,000
	Quarter 4 (dummy)	,000
	Year 2014 (dummy)	,002
	Year 2015 (dummy)	,049

11.9. Product HE3

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Drug price x Ln Detailing flow, Ln Mailing flow, Quarter 4 (dummy), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age, Ln Detailing flow (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,709	,503	,006	,066604279	,503	1,012

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	9	,493

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,040	9	,004	1,012	,493
	Residual	,040	9	,004		
	Total	,080	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	26,275	7,869		3,339
	Ln Sales in DDDs lagged one period	-,468	,382	-,443	-1,225
	Ln Detailing flow (calls)	-,027	,189	-,712	-,145
	Ln Mailing flow	,025	,016	,477	1,541
	Ln Detailing stock (calls)	-,014	,072	-,166	-,188
	Ln Average drug price per DDD	-,299	,948	-,691	-,315
	Drug age	-,026	,021	-2,206	-1,241
	Ln Drug price x Ln Detailing flow	-,013	,132	-,374	-,096
	Quarter 4 (dummy)	,102	,082	,572	1,250
	Year 2013 (dummy)	,139	,124	1,029	1,119

Coefficients

Model		Sig.
1	(Constant)	,009
	Ln Sales in DDDs lagged one period	,252
	Ln Detailing flow (calls)	,888
	Ln Mailing flow	,158
	Ln Detailing stock (calls)	,855
	Ln Average drug price per DDD	,760
	Drug age	,246
	Ln Drug price x Ln Detailing flow	,926
	Quarter 4 (dummy)	,243
	Year 2013 (dummy)	,292

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2014 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Drug age, Ln Detailing flow (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,960	,921	,884	,115884074	,921	24,624

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	19	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,976	9	,331	24,624	,000
	Residual	,255	19	,013		
	Total	3,231	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	14,920	4,946		3,016
	Ln Sales in DDDs lagged one period	,184	,251	,187	,730
	Ln Detailing flow (calls)	-,085	,349	-,473	-,243
	Ln Mailing flow	,009	,011	,062	,814
	Ln Detailing stock (calls)	,111	,062	,282	1,781
	Ln Average drug price per DDD	-,895	1,520	-,155	-,589
	Drug age	-,026	,013	-,645	-2,034
	Ln Drug price x Ln Detailing flow	-,059	,219	-,523	-,271
	Quarter 4 (dummy)	,070	,078	,097	,900
	Year 2014 (dummy)	,002	,060	,002	,027

Coefficients

Model		Sig.
1	(Constant)	,007
	Ln Sales in DDDs lagged one period	,474
	Ln Detailing flow (calls)	,810
	Ln Mailing flow	,426
	Ln Detailing stock (calls)	,091
	Ln Average drug price per DDD	,563
	Drug age	,056
	Ln Drug price x Ln Detailing flow	,789
	Quarter 4 (dummy)	,379
	Year 2014 (dummy)	,978

11.10. Product HE4

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Average drug price per DDD, Ln Drug price x Ln Detailing stock, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Loss of exclusivity (dummy), Drug age, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,993	,986	,969	,060807889	,986	56,795

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	8	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,100	10	,210	56,795	,000
	Residual	,030	8	,004		
	Total	2,130	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	22,348	4,544		4,919
	Ln Detailing flow (calls)	,666	,448	3,807	1,489
	Ln Detailing stock (calls)	-,826	,928	-2,494	-,890
	Ln Competitive global marketing expenditures stock	,089	,367	,039	,241
	Ln Average drug price per DDD	6,358	5,343	1,730	1,190
	Ln Average competitors price per DDD	-12,324	8,931	-2,294	-1,380
	Drug age	-,089	,034	-1,461	-2,589
	Ln Drug price x Ln Detailing flow	,514	,371	3,196	1,386
	Ln Drug price x Ln Detailing stock	-,603	,739	-2,096	-,816
	Loss of exclusivity (dummy)	,045	,157	,066	,284
	Quarter 4 (dummy)	,189	,058	,206	3,228

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Detailing flow (calls)	,175
	Ln Detailing stock (calls)	,400
	Ln Competitive global marketing expenditures stock	,815
	Ln Average drug price per DDD	,268
	Ln Average competitors price per DDD	,205
	Drug age	,032
	Ln Drug price x Ln Detailing flow	,203
	Ln Drug price x Ln Detailing stock	,438
	Loss of exclusivity (dummy)	,783
	Quarter 4 (dummy)	,012

Period 2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Loss of exclusivity (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,955	,911	,876	,046732627	,911	25,738

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	20	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,450	8	,056	25,738	,000
	Residual	,044	20	,002		
	Total	,493	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,106	3,115		6,133
	Ln Detailing flow (calls)	-,573	,513	-7,272	-1,118
	Ln Detailing stock (calls)	-,006	,014	-,042	-,449
	Ln Competitive global marketing expenditures stock	-,164	,150	-,280	-1,088
	Ln Average drug price per DDD	,712	1,971	,097	,361
	Ln Average competitors price per DDD	-1,222	,506	-,216	-2,417
	Drug age	-,018	,005	-1,133	-3,281
	Ln Drug price x Ln Detailing flow	-,446	,398	-7,313	-1,123
	Quarter 4 (dummy)	,047	,027	,166	1,709

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,277
	Ln Detailing stock (calls)	,659
	Ln Competitive global marketing expenditures stock	,290
	Ln Average drug price per DDD	,722
	Ln Average competitors price per DDD	,025
	Drug age	,004
	Ln Drug price x Ln Detailing flow	,275
	Quarter 4 (dummy)	,103

11.11. Product LI1

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Drug age, Quarter 3 (dummy), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,830	,689	,379	,062966618	,689	2,220

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	9	,125

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,079	9	,009	2,220	,125
	Residual	,036	9	,004		
	Total	,115	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	23,305	7,783		2,994
	Ln Sales in DDDs lagged one period	-,407	,236	-,411	-1,726
	Ln Detailing flow (calls)	,140	,114	,434	1,226
	Ln Journal advertising flow	,008	,005	,394	1,671
	Ln Mailing flow	-,006	,009	-,154	-,677
	Ln Detailing stock (calls)	-,272	,682	-,593	-,399
	Ln Average drug price per DDD	-2,012	1,865	-,443	-1,078
	Drug age	-,015	,025	-1,071	-,620
	Quarter 3 (dummy)	,045	,058	,235	,774
	Quarter 4 (dummy)	,115	,083	,539	1,384

Coefficients

Model		Sig.
1	(Constant)	,015
	Ln Sales in DDDs lagged one period	,118
	Ln Detailing flow (calls)	,251
	Ln Journal advertising flow	,129
	Ln Mailing flow	,516
	Ln Detailing stock (calls)	,700
	Ln Average drug price per DDD	,309
	Drug age	,551
	Quarter 3 (dummy)	,459
	Quarter 4 (dummy)	,200

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 3 (dummy), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Quarter 4 (dummy), Ln Detailing flow (calls), Year 2014 (dummy), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,751	,563	,281	,079515355	,563	1,995

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	17	,097

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,139	11	,013	1,995	,097
	Residual	,107	17	,006		
	Total	,246	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	25,951	5,427		4,782
	Ln Sales in DDDs lagged one period	-,556	,197	-,555	-2,826
	Ln Detailing flow (calls)	,016	,074	,073	,221
	Ln Journal advertising flow	-,002	,005	-,066	-,322
	Ln Mailing flow	-,007	,008	-,177	-,885
	Ln Detailing stock (calls)	,016	,171	,060	,096
	Ln Average drug price per DDD	5,135	7,903	,348	,650
	Drug age	,001	,014	,061	,047
	Quarter 3 (dummy)	,075	,071	,365	1,065
	Quarter 4 (dummy)	,070	,102	,351	,689
	Year 2014 (dummy)	,159	,156	,852	1,024
	Year 2015 (dummy)	,312	,300	1,669	1,039

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,012
	Ln Detailing flow (calls)	,827
	Ln Journal advertising flow	,752
	Ln Mailing flow	,388
	Ln Detailing stock (calls)	,925
	Ln Average drug price per DDD	,525
	Drug age	,963
	Quarter 3 (dummy)	,302
	Quarter 4 (dummy)	,500
	Year 2014 (dummy)	,320
	Year 2015 (dummy)	,313

11.12. Product LI2

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Detailing flow (calls), Quarter 3 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Quarter 2 (dummy), Quarter 4 (dummy), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,880	,775	,326	,053305637	,775	1,725

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	6	,260

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,059	12	,005	1,725	,260
	Residual	,017	6	,003		
	Total	,076	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	26,768	6,750		3,965
	Ln Sales in DDDs lagged one period	-,281	,264	-,294	-1,064
	Ln Detailing flow (calls)	-,052	,050	-,294	-1,029
	Ln Journal advertising flow	,008	,009	,210	,846
	Ln Mailing flow	,024	,018	,486	1,301
	Ln Detailing stock (calls)	-,389	,311	-,641	-1,249
	Ln Average drug price per DDD	-2,123	6,084	-,546	-,349
	Ln Average competitors price per DDD	,127	,347	,456	,365
	Drug age	-,059	,028	-5,108	-2,099
	Quarter 2 (dummy)	,188	,122	1,380	1,542
	Quarter 3 (dummy)	,337	,143	2,173	2,351
	Quarter 4 (dummy)	,595	,193	3,437	3,083
	Year 2013 (dummy)	,624	,230	4,761	2,715

Coefficients

Model		Sig.
1	(Constant)	,007
	Ln Sales in DDDs lagged one period	,328
	Ln Detailing flow (calls)	,343
	Ln Journal advertising flow	,430
	Ln Mailing flow	,241
	Ln Detailing stock (calls)	,258
	Ln Average drug price per DDD	,739
	Ln Average competitors price per DDD	,727
	Drug age	,081
	Quarter 2 (dummy)	,174
	Quarter 3 (dummy)	,057
	Quarter 4 (dummy)	,022
	Year 2013 (dummy)	,035

Period 2

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Quarter 3 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Quarter 2 (dummy), Ln Detailing stock (calls), Ln Journal advertising flow, Quarter 4 (dummy), Ln Average competitors price per DDD, Ln Average drug price per DDD, Year 2014 (dummy), Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,743	,552	,216	,049442814	,552	1,642

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	16	,175

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,048	12	,004	1,642	,175
	Residual	,039	16	,002		
	Total	,087	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	21,746	5,348		4,066
	Ln Sales in DDDs lagged one period	-,670	,201	-,710	-3,333
	Ln Detailing flow (calls)	,014	,021	,167	,658
	Ln Journal advertising flow	-,004	,004	-,226	-,985
	Ln Detailing stock (calls)	,068	,072	,212	,951
	Ln Average drug price per DDD	3,664	4,146	,492	,884
	Ln Average competitors price per DDD	,332	,740	,645	,449
	Drug age	-,028	,018	-4,208	-1,544
	Quarter 2 (dummy)	,122	,049	,897	2,455
	Quarter 3 (dummy)	,182	,085	1,481	2,134
	Quarter 4 (dummy)	,308	,119	2,599	2,590
	Year 2014 (dummy)	,413	,158	3,706	2,605
	Year 2015 (dummy)	,793	,307	7,116	2,580

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged one period	,004
	Ln Detailing flow (calls)	,520
	Ln Journal advertising flow	,339
	Ln Detailing stock (calls)	,356
	Ln Average drug price per DDD	,390
	Ln Average competitors price per DDD	,659
	Drug age	,142
	Quarter 2 (dummy)	,026
	Quarter 3 (dummy)	,049
	Quarter 4 (dummy)	,020
	Year 2014 (dummy)	,019
	Year 2015 (dummy)	,020

11.13. Product LI3

Period 1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Mailing flow, Year 2014 (dummy), Year 2015 (dummy). They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Ln Journal advertising flow, Quarter 2 (dummy), Ln Avg number of products presented during the calls, Quarter 4 (dummy), Ln Other marketing expenditures stock, Quarter 3 (dummy), Ln Detailing flow (calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,971	,943	,659	,042988425	,943	3,321

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	3	,176

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,092	15	,006	3,321	,176
	Residual	,006	3	,002		
	Total	,098	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	24,638	5,638		4,370
	Ln Sales in DDDs lagged one period	-,787	,312	-,849	-2,524
	Ln Detailing flow (calls)	,066	,046	,402	1,441
	Ln Journal advertising flow	,004	,006	,190	,676
	Ln Detailing stock (calls)	,293	,358	,883	,817
	Ln Other marketing expenditures stock	,059	,066	,369	,890
	Ln Average drug price per DDD	,967	4,968	,236	,195
	Drug age	-,026	,023	-1,975	-1,125
	Printed material (% of times used in calls)	-,104	,159	-,290	-,653
	Very useful (% of calls)	-,052	,445	-,063	-,118

	Increase / Will begin to prescribe (% of calls)	,359	,228	,562	1,576
	Ln Avg number of products presented during the calls	,424	,251	,637	1,689
	Quarter 2 (dummy)	,126	,128	,818	,982
	Quarter 3 (dummy)	,211	,154	1,202	1,374
	Quarter 4 (dummy)	,360	,209	1,834	1,723
	Year 2013 (dummy)	,344	,193	2,318	1,781

Coefficients

Model		Sig.
1	(Constant)	,022
	Ln Sales in DDDs lagged one period	,086
	Ln Detailing flow (calls)	,245
	Ln Journal advertising flow	,547
	Ln Detailing stock (calls)	,474
	Ln Other marketing expenditures stock	,439
	Ln Average drug price per DDD	,858
	Drug age	,343
	Printed material (% of times used in calls)	,560
	Very useful (% of calls)	,914
	Increase / Will begin to prescribe (% of calls)	,213
	Ln Avg number of products presented during the calls	,190
	Quarter 2 (dummy)	,398
	Quarter 3 (dummy)	,263
	Quarter 4 (dummy)	,183
	Year 2013 (dummy)	,173

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Quarter 4 (dummy), Ln Detailing stock (calls), Ln Average drug price per DDD, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Quarter 2 (dummy), Ln Detailing flow (calls), Ln Mailing flow, Ln Journal advertising flow, Year 2014 (dummy), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Quarter 3 (dummy), Very useful (% of calls), Drug age, Year 2015 (dummy), Drug age^2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,958	,918	,770	,031498095	,918	6,217

Model Summary

			Change Statistics	
Model		df1	df2	Sig. F Change
1		18	10	,003

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,111	18	,006	6,217	,003
	Residual	,010	10	,001		
	Total	,121	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,996	5,458		3,114
	Ln Sales in DDDs lagged one period	-,715	,200	-,709	-3,574
	Ln Detailing flow (calls)	-,029	,037	-,120	-,788
	Ln Journal advertising flow	,005	,002	,286	1,953
	Ln Mailing flow	,007	,005	,241	1,531
	Ln Detailing stock (calls)	,184	,073	,391	2,532
	Ln Other marketing expenditures stock	,081	,021	,757	3,872
	Ln Average drug price per DDD	-4,483	2,431	-,490	-1,844
	Drug age	,082	,060	10,656	1,382
	Drug age^2	-,001	,000	-16,488	-2,105
	Printed material (% of times used in calls)	-,276	,084	-,541	-3,269
	Very useful (% of calls)	-,268	,097	-,592	-2,763
	Increase / Will begin to prescribe (% of calls)	,224	,090	,528	2,501
	Ln Avg number of products presented during the calls	,216	,078	,567	2,772
	Year 2014 (dummy)	,439	,114	3,350	3,866
	Year 2015 (dummy)	,931	,227	7,101	4,109
	Quarter 2 (dummy)	,083	,043	,520	1,916
	Quarter 3 (dummy)	,259	,061	1,790	4,217
	Quarter 4 (dummy)	,311	,084	2,226	3,709

Coefficients

Model		Sig.
1	(Constant)	,011
	Ln Sales in DDDs lagged one period	,005
	Ln Detailing flow (calls)	,449
	Ln Journal advertising flow	,079
	Ln Mailing flow	,157
	Ln Detailing stock (calls)	,030
	Ln Other marketing expenditures stock	,003
	Ln Average drug price per DDD	,095
	Drug age	,197
	Drug age^2	,062
	Printed material (% of times used in calls)	,008
	Very useful (% of calls)	,020
	Increase / Will begin to prescribe (% of calls)	,031
	Ln Avg number of products presented during the calls	,020
	Year 2014 (dummy)	,003
	Year 2015 (dummy)	,002
	Quarter 2 (dummy)	,084
	Quarter 3 (dummy)	,002
	Quarter 4 (dummy)	,004

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing flow	-2,820	-,165	,873	-,055

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	3,103E-5

11.14. Product LI4

Period 1

Warnings

For models with dependent variable Ln Sales in DDDs, the following variables are constants or have missing correlations: Ln Mailing flow. They will be deleted from the analysis.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Quarter 3 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Detailing flow (calls), Quarter 4 (dummy), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Drug age^2, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,979	,959	,877	,054718971	,959	11,715

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	12	6	,003

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,421	12	,035	11,715	,003
	Residual	,018	6	,003		
	Total	,439	18			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t
1	(Constant)	-2,596	44,453		-,058
	Ln Sales in DDDs lagged one period	-,542	,312	-,598	-1,739
	Ln Detailing flow (calls)	,044	,108	,078	,402
	Ln Journal advertising flow	-,004	,010	-,081	-,372
	Ln Detailing stock (calls)	,251	,549	,207	,456
	Ln Average drug price per DDD	-30,537	76,059	-,148	-,401
	Drug age	,033	,077	1,194	,428
	Drug age^2	-,001	,002	-,896	-,438
	Printed material (% of times used in calls)	,179	,165	,213	1,084
	Quarter 2 (dummy)	,162	,059	,495	2,725
	Quarter 3 (dummy)	,192	,103	,514	1,859
	Quarter 4 (dummy)	,315	,162	,756	1,945
	Year 2013 (dummy)	,354	,216	1,123	1,636

Coefficients

Model		Sig.
1	(Constant)	,955
	Ln Sales in DDDs lagged one period	,133
	Ln Detailing flow (calls)	,701
	Ln Journal advertising flow	,723
	Ln Detailing stock (calls)	,664
	Ln Average drug price per DDD	,702
	Drug age	,683
	Drug age^2	,676
	Printed material (% of times used in calls)	,320
	Quarter 2 (dummy)	,034
	Quarter 3 (dummy)	,112
	Quarter 4 (dummy)	,100
	Year 2013 (dummy)	,153

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2015 (dummy), Quarter 3 (dummy), Printed material (% of times used in calls), Quarter 2 (dummy), Ln Mailing flow, Quarter 4 (dummy), Ln Journal advertising flow, Year 2014 (dummy), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,948	,899	,799	,053159784	,899	8,949

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	14	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,354	14	,025	8,949	,000
	Residual	,040	14	,003		
	Total	,394	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	40,178	53,574		,750
	Ln Sales in DDDs lagged one period	-,362	,310	-,356	-1,170
	Ln Detailing flow (calls)	,106	,136	,257	,782
	Ln Journal advertising flow	-,001	,006	-,017	-,116
	Ln Mailing flow	,003	,012	,031	,238
	Ln Detailing stock (calls)	-,006	,273	-,010	-,021
	Ln Average drug price per DDD	34,848	82,136	,221	,424
	Drug age	,024	,040	1,699	,596
	Drug age^2	,000	,001	-1,609	-,537
	Printed material (% of times used in calls)	,112	,207	,076	,539
	Quarter 2 (dummy)	,076	,086	,265	,888
	Quarter 3 (dummy)	,132	,100	,506	1,321
	Quarter 4 (dummy)	,179	,143	,709	1,248
	Year 2014 (dummy)	,191	,186	,808	1,029
	Year 2015 (dummy)	,485	,376	2,049	1,290

Coefficients

Model		Sig.
1	(Constant)	,466
	Ln Sales in DDDs lagged one period	,261
	Ln Detailing flow (calls)	,447
	Ln Journal advertising flow	,909
	Ln Mailing flow	,815
	Ln Detailing stock (calls)	,984
	Ln Average drug price per DDD	,678
	Drug age	,561
	Drug age^2	,600
	Printed material (% of times used in calls)	,599
	Quarter 2 (dummy)	,390
	Quarter 3 (dummy)	,208
	Quarter 4 (dummy)	,233
	Year 2014 (dummy)	,321
	Year 2015 (dummy)	,218

11.15. Product LI5

Period 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Year 2013 (dummy), Quarter 3 (dummy), Quarter 2 (dummy), Quarter 4 (dummy), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Drug age, Ln Average drug price per DDD, Drug age^2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,985	,969	,890	,060862250	,969	12,185

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	5	,006

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,587	13	,045	12,185	,006
	Residual	,019	5	,004		
	Total	,605	18			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-5,819	8,778		-,663
	Ln Sales in DDDs lagged two periods	,441	,408	,575	1,080
	Ln Detailing flow (calls)	,276	,127	,710	2,167
	Ln Journal advertising flow	-,006	,011	-,144	-,551
	Ln Mailing flow	-,016	,008	-,346	-2,060
	Ln Detailing stock (calls)	,360	,395	,576	,911
	Ln Average drug price per DDD	11,090	10,423	2,315	1,064
	Ln Average competitors price per DDD	-,408	,640	-,519	-,637
	Drug age	-,139	,122	-4,256	-1,138
	Drug age^2	,002	,003	3,211	,860
	Quarter 2 (dummy)	,387	,204	1,008	1,896
	Quarter 3 (dummy)	,539	,240	1,230	2,244
	Quarter 4 (dummy)	,923	,322	1,886	2,866
	Year 2013 (dummy)	1,503	,666	4,063	2,258

Coefficients

Model		Sig.
1	(Constant)	,537
	Ln Sales in DDDs lagged two periods	,329
	Ln Detailing flow (calls)	,082
	Ln Journal advertising flow	,605
	Ln Mailing flow	,094
	Ln Detailing stock (calls)	,404
	Ln Average drug price per DDD	,336
	Ln Average competitors price per DDD	,552
	Drug age	,307
	Drug age^2	,429
	Quarter 2 (dummy)	,117
	Quarter 3 (dummy)	,075
	Quarter 4 (dummy)	,035
	Year 2013 (dummy)	,073

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Drug price x Ln Detailing flow	13,715	,739	,501	,347

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Drug price x Ln Detailing flow	1,954E-5

Period 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Year 2015 (dummy), Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Quarter 4 (dummy), Ln Mailing flow, Quarter 2 (dummy), Quarter 3 (dummy), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Year 2014 (dummy), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,681	,464	-,154	,056848935	,464	,751

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	15	13	,705

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,036	15	,002	,751	,705
	Residual	,042	13	,003		
	Total	,078	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	16,793	8,535		1,968
	Ln Sales in DDDs lagged two periods	-,172	,391	-,194	-,440
	Ln Detailing flow (calls)	-,515	1,011	-3,075	-,509
	Ln Journal advertising flow	,003	,005	,263	,718
	Ln Mailing flow	-,007	,007	-,332	-1,010
	Ln Detailing stock (calls)	,323	,266	1,003	1,213
	Ln Average drug price per DDD	-8,947	11,681	-5,667	-,766
	Ln Average competitors price per DDD	-,108	1,124	-,220	-,096
	Drug age	-,024	,067	-3,937	-,368
	Drug age^2	-4,218E-5	,001	-,640	-,071
	Ln Drug price x Ln Detailing flow	1,007	1,568	7,295	,642
	Quarter 2 (dummy)	,119	,074	,924	1,594
	Quarter 3 (dummy)	,233	,132	2,004	1,762
	Quarter 4 (dummy)	,266	,196	2,368	1,355
	Year 2014 (dummy)	,272	,278	2,580	,979
	Year 2015 (dummy)	,622	,528	5,886	1,176

Coefficients

Model		Sig.
1	(Constant)	,071
	Ln Sales in DDDs lagged two periods	,667
	Ln Detailing flow (calls)	,619
	Ln Journal advertising flow	,485
	Ln Mailing flow	,331
	Ln Detailing stock (calls)	,247
	Ln Average drug price per DDD	,457
	Ln Average competitors price per DDD	,925
	Drug age	,719
	Drug age^2	,945
	Ln Drug price x Ln Detailing flow	,532
	Quarter 2 (dummy)	,135
	Quarter 3 (dummy)	,102
	Quarter 4 (dummy)	,198
	Year 2014 (dummy)	,345
	Year 2015 (dummy)	,261

12. Model 8.4 (Final model)

12.1. Product BL1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,084407864	,998	689,527

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281

	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.	Enter
2	Increase / Will begin to prescribe (% of calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,082888510	,998	752,670
2	,999	,998	,997	,084407864	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	1	27	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,253	19	5,171	752,670	,000
	Residual	,192	28	,007		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2,783	2,681		-1,038	,308
	Ln Sales in DDDs lagged one period	,378	,160	,380	2,356	,026
	Ln Sales in DDDs lagged two periods	-,097	,122	-,097	-,789	,437
	Ln Detailing flow (calls)	,319	,299	,102	1,065	,296
	Ln Journal advertising flow	,006	,005	,016	1,250	,222
	Ln Mailing flow	,006	,005	,013	1,213	,235
	Ln Competitive global marketing expenditures flow	,066	,048	,018	1,379	,179
	Ln Detailing stock (calls)	,424	,204	,132	2,077	,047
	Ln Other marketing expenditures stock	-,093	,053	-,033	-1,771	,088
	Ln Competitive global marketing expenditures stock	,160	,143	,027	1,121	,272
	Ln Average drug price per DDD	1,942	1,398	,500	1,389	,176
	Ln Average competitors price per DDD	,320	,977	,028	,327	,746
	Drug age	,054	,015	,520	3,555	,001
	Ln Drug price x Ln Detailing flow	-,294	,219	-,485	-1,341	,191
	Ln Drug price x drug age	-,004	,010	-,023	-,457	,651
	Ipad / Tablet (% of times used in calls)	-,710	,646	-,021	-1,100	,281
	Laptop based materials (% of times used in calls)	,551	,900	,007	,612	,545
	Printed material (% of times used in calls)	,205	,205	,020	1,000	,326
	Very useful (% of calls)	,094	,233	,005	,402	,691
	Ln Avg number of products presented during the calls	-,232	,216	-,021	-1,077	,291
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666

	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	,000	-,033	,974	-,006

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,310

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,998	,997	,081602461	,998	819,718
2	,999	,998	,997	,084407864	,000	,052

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,000
2	2	27	,949

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,253	18	5,458	819,718	,000
	Residual	,193	29	,007		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2,256	2,110		-1,069	,294
	Ln Sales in DDDs lagged one period	,376	,158	,378	2,382	,024
	Ln Sales in DDDs lagged two periods	-,090	,119	-,090	-,756	,456
	Ln Detailing flow (calls)	,283	,274	,091	1,032	,311
	Ln Journal advertising flow	,005	,004	,014	1,256	,219
	Ln Mailing flow	,005	,005	,013	1,192	,243
	Ln Competitive global marketing expenditures flow	,071	,044	,019	1,604	,120
	Ln Detailing stock (calls)	,374	,133	,116	2,814	,009
	Ln Other marketing expenditures stock	-,086	,046	-,030	-1,847	,075
	Ln Competitive global marketing expenditures stock	,175	,133	,030	1,314	,199
	Ln Average drug price per DDD	1,888	1,367	,486	1,381	,178
	Drug age	,055	,014	,533	3,856	,001
	Ln Drug price x Ln Detailing flow	-,266	,199	-,441	-1,336	,192
	Ln Drug price x drug age	-,007	,007	-,034	-,974	,338
	Ipad / Tablet (% of times used in calls)	-,681	,630	-,020	-1,081	,289
	Laptop based materials (% of times used in calls)	,462	,845	,006	,547	,588
	Printed material (% of times used in calls)	,224	,193	,022	1,160	,256
	Very useful (% of calls)	,075	,223	,004	,338	,738
	Ln Avg number of products presented during the calls	-,244	,209	-,022	-1,163	,254
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281

	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,028	,327	,746	,062
	Increase / Will begin to prescribe (% of calls)	,001	,035	,972	,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,010
	Increase / Will begin to prescribe (% of calls)	,324

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,998	,997	,080388587	,998	894,340
2	,999	,998	,997	,084407864	,000	,070

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	3	27	,975

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,252	17	5,780	894,340	,000
	Residual	,194	30	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2,085	2,018		-1,033	,310
	Ln Sales in DDDs lagged one period	,369	,154	,371	2,394	,023
	Ln Sales in DDDs lagged two periods	-,095	,116	-,095	-,813	,423
	Ln Detailing flow (calls)	,264	,264	,085	,998	,326
	Ln Journal advertising flow	,005	,004	,014	1,260	,217
	Ln Mailing flow	,005	,004	,012	1,199	,240
	Ln Competitive global marketing expenditures flow	,072	,044	,019	1,654	,109
	Ln Detailing stock (calls)	,369	,130	,115	2,835	,008
	Ln Other marketing expenditures stock	-,082	,045	-,029	-1,845	,075
	Ln Competitive global marketing expenditures stock	,182	,130	,031	1,397	,173
	Ln Average drug price per DDD	1,806	1,325	,465	1,363	,183
	Drug age	,056	,014	,546	4,152	,000
	Ln Drug price x Ln Detailing flow	-,253	,193	-,419	-1,315	,199
	Ln Drug price x drug age	-,007	,006	-,037	-1,130	,267
	Ipad / Tablet (% of times used in calls)	-,633	,605	-,019	-1,047	,303
	Laptop based materials (% of times used in calls)	,468	,832	,006	,562	,578
	Printed material (% of times used in calls)	,218	,189	,021	1,151	,259
	Ln Avg number of products presented during the calls	-,262	,199	-,024	-1,318	,197
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257

	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,020	,241	,811	,045
	Very useful (% of calls)	,004	,338	,738	,063
	Increase / Will begin to prescribe (% of calls)	,002	,160	,874	,030

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,010
	Very useful (% of calls)	,480
	Increase / Will begin to prescribe (% of calls)	,378

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,079497218	,998	971,645
2	,999	,998	,997	,084407864	,000	,124

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	4	27	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,250	16	6,141	971,645	,000
	Residual	,196	31	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,073	1,996		-1,039	,307
	Ln Sales in DDDs lagged one period	,372	,153	,374	2,442	,021
	Ln Sales in DDDs lagged two periods	-,091	,115	-,091	-,790	,436
	Ln Detailing flow (calls)	,292	,257	,094	1,139	,264
	Ln Journal advertising flow	,004	,004	,012	1,142	,262
	Ln Mailing flow	,006	,004	,013	1,306	,201
	Ln Competitive global marketing expenditures flow	,076	,043	,021	1,797	,082
	Ln Detailing stock (calls)	,374	,128	,116	2,910	,007
	Ln Other marketing expenditures stock	-,086	,044	-,030	-1,972	,058
	Ln Competitive global marketing expenditures stock	,163	,125	,027	1,312	,199
	Ln Average drug price per DDD	1,916	1,296	,493	1,478	,150
	Drug age	,055	,013	,531	4,170	,000
	Ln Drug price x Ln Detailing flow	-,271	,188	-,447	-1,440	,160
	Ln Drug price x drug age	-,007	,006	-,037	-1,122	,270
	Ipad / Tablet (% of times used in calls)	-,562	,585	-,016	-,961	,344
	Printed material (% of times used in calls)	,233	,186	,023	1,254	,219
	Ln Avg number of products presented during the calls	-,262	,197	-,024	-1,332	,193
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029

	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,005	,066	,948	,012
	Laptop based materials (% of times used in calls)	,006	,562	,578	,102
	Very useful (% of calls)	,004	,353	,727	,064
	Increase / Will begin to prescribe (% of calls)	,002	,156	,877	,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,011
	Laptop based materials (% of times used in calls)	,574
	Very useful (% of calls)	,481
	Increase / Will begin to prescribe (% of calls)	,378

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

2	Laptop based materials (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,079028413	,998	1048,712
2	,999	,998	,997	,084407864	,000	,210

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	5	27	,955

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,246	15	6,550	1048,712	,000
	Residual	,200	32	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,355	1,952		-1,206	,237
	Ln Sales in DDDs lagged one period	,298	,119	,299	2,499	,018
	Ln Detailing flow (calls)	,275	,254	,088	1,083	,287
	Ln Journal advertising flow	,004	,004	,012	1,166	,252
	Ln Mailing flow	,005	,004	,012	1,225	,229
	Ln Competitive global marketing expenditures flow	,086	,041	,023	2,112	,043
	Ln Detailing stock (calls)	,381	,127	,118	2,998	,005
	Ln Other marketing expenditures stock	-,083	,043	-,029	-1,924	,063
	Ln Competitive global marketing expenditures stock	,176	,123	,030	1,437	,161
	Ln Average drug price per DDD	1,770	1,276	,456	1,388	,175
	Drug age	,052	,013	,507	4,125	,000
	Ln Drug price x Ln Detailing flow	-,254	,186	-,420	-1,367	,181
	Ln Drug price x drug age	-,007	,006	-,035	-1,088	,285

	Ipad / Tablet (% of times used in calls)	-,513	,578	-,015	-,887	,382
	Printed material (% of times used in calls)	,216	,183	,021	1,179	,247
	Ln Avg number of products presented during the calls	-,244	,194	-,022	-1,255	,219
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,091	-,790	,436	-,140
	Ln Average competitors price per DDD	-,005	-,066	,948	-,012
	Laptop based materials (% of times used in calls)	,005	,518	,608	,093
	Very useful (% of calls)	,005	,444	,660	,080
	Increase / Will begin to prescribe (% of calls)	,004	,297	,768	,053

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Average competitors price per DDD	,012
	Laptop based materials (% of times used in calls)	,576
	Very useful (% of calls)	,487
	Increase / Will begin to prescribe (% of calls)	,391

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,999	,998	,997	,078772120	,998	1130,887
2	,999	,998	,997	,084407864	,000	,290

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	6	27	,936

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,241	14	7,017	1130,887	,000
	Residual	,205	33	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2,604	1,926		-1,353	,185
	Ln Sales in DDDs lagged one period	,272	,115	,274	2,361	,024

	Ln Detailing flow (calls)	,362	,234	,116	1,548	,131
	Ln Journal advertising flow	,004	,004	,011	1,081	,287
	Ln Mailing flow	,004	,004	,010	1,066	,294
	Ln Competitive global marketing expenditures flow	,085	,040	,023	2,087	,045
	Ln Detailing stock (calls)	,380	,127	,118	3,000	,005
	Ln Other marketing expenditures stock	-,087	,043	-,031	-2,040	,049
	Ln Competitive global marketing expenditures stock	,176	,122	,030	1,435	,161
	Ln Average drug price per DDD	2,258	1,147	,581	1,969	,057
	Drug age	,052	,013	,499	4,088	,000
	Ln Drug price x Ln Detailing flow	-,329	,165	-,543	-1,994	,055
	Ln Drug price x drug age	-,006	,006	-,033	-1,009	,320
	Printed material (% of times used in calls)	,294	,160	,029	1,831	,076
	Ln Avg number of products presented during the calls	-,263	,192	-,024	-1,365	,182
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,079	-,691	,494	-,121
	Ln Average competitors price per DDD	-,005	-,067	,947	-,012
	Ipad / Tablet (% of times used in calls)	-,015	-,887	,382	-,155
	Laptop based materials (% of times used in calls)	,003	,329	,745	,058
	Very useful (% of calls)	,002	,219	,828	,039
	Increase / Will begin to prescribe (% of calls)	,002	,175	,862	,031

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Average competitors price per DDD	,012
	Ipad / Tablet (% of times used in calls)	,221
	Laptop based materials (% of times used in calls)	,601
	Very useful (% of calls)	,518
	Increase / Will begin to prescribe (% of calls)	,399

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,999	,998	,997	,078793553	,998	1217,137
2	,999	,998	,997	,084407864	,000	,375

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	34	,000
2	7	27	,909

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,235	13	7,557	1217,137	,000
	Residual	,211	34	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,009	1,884		-1,597	,120
	Ln Sales in DDDs lagged one period	,279	,115	,281	2,427	,021
	Ln Detailing flow (calls)	,426	,225	,137	1,891	,067
	Ln Journal advertising flow	,003	,004	,009	,950	,349
	Ln Mailing flow	,005	,004	,011	1,102	,278
	Ln Competitive global marketing expenditures flow	,089	,040	,024	2,207	,034
	Ln Detailing stock (calls)	,342	,121	,106	2,827	,008
	Ln Other marketing expenditures stock	-,094	,042	-,033	-2,229	,033
	Ln Competitive global marketing expenditures stock	,222	,113	,037	1,953	,059
	Ln Average drug price per DDD	2,335	1,145	,601	2,040	,049
	Drug age	,044	,010	,428	4,290	,000
	Ln Drug price x Ln Detailing flow	-,382	,156	-,632	-2,447	,020
	Printed material (% of times used in calls)	,268	,158	,026	1,690	,100
	Ln Avg number of products presented during the calls	-,303	,188	-,027	-1,608	,117
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300

	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,074	-,647	,522	-,112
	Ln Average competitors price per DDD	,034	,614	,543	,106
	Ln Drug price x drug age	-,033	-1,009	,320	-,173
	Ipad / Tablet (% of times used in calls)	-,013	-,782	,440	-,135
	Laptop based materials (% of times used in calls)	,003	,316	,754	,055
	Very useful (% of calls)	,005	,497	,622	,086
	Increase / Will begin to prescribe (% of calls)	,003	,249	,805	,043

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Average competitors price per DDD	,021
	Ln Drug price x drug age	,060
	Ipad / Tablet (% of times used in calls)	,223
	Laptop based materials (% of times used in calls)	,601
	Very useful (% of calls)	,564
	Increase / Will begin to prescribe (% of calls)	,401

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,080556999	,998	1261,263
2	,999	,998	,997	,084407864	,000	,610

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	8	27	,762

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,219	12	8,185	1261,263	,000
	Residual	,227	35	,006		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,723	1,872		-1,989	,055
	Ln Sales in DDDs lagged one period	,259	,117	,261	2,217	,033
	Ln Detailing flow (calls)	,416	,230	,134	1,809	,079
	Ln Journal advertising flow	,004	,004	,010	,982	,333
	Ln Mailing flow	,004	,004	,009	,948	,350
	Ln Competitive global marketing expenditures flow	,099	,041	,026	2,420	,021
	Ln Detailing stock (calls)	,290	,119	,090	2,432	,020
	Ln Other marketing expenditures stock	-,071	,041	-,025	-1,755	,088
	Ln Competitive global marketing expenditures stock	,281	,110	,047	2,560	,015
	Ln Average drug price per DDD	2,267	1,170	,583	1,938	,061
	Drug age	,049	,010	,473	4,822	,000
	Ln Drug price x Ln Detailing flow	-,377	,160	-,624	-2,364	,024
	Printed material (% of times used in calls)	,258	,162	,025	1,596	,119
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094

	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,047	-,404	,688	-,069
	Ln Average competitors price per DDD	,052	,939	,354	,159
	Ln Drug price x drug age	-,042	-1,303	,201	-,218
	Ipad / Tablet (% of times used in calls)	-,016	-,907	,371	-,154
	Laptop based materials (% of times used in calls)	,003	,277	,784	,047
	Very useful (% of calls)	,009	,899	,375	,152
	Increase / Will begin to prescribe (% of calls)	,007	,551	,585	,094
	Ln Avg number of products presented during the calls	-,027	-1,608	,117	-,266

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Average competitors price per DDD	,022
	Ln Drug price x drug age	,063
	Ipad / Tablet (% of times used in calls)	,225
	Laptop based materials (% of times used in calls)	,602
	Very useful (% of calls)	,609
	Increase / Will begin to prescribe (% of calls)	,417
	Ln Avg number of products presented during the calls	,219

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,998	,997	,082271536	,998	1318,950
2	,999	,998	,997	,084407864	,001	,800

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,619

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,202	11	8,927	1318,950	,000
	Residual	,244	36	,007		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,651	1,784		-1,485	,146
	Ln Sales in DDDs lagged one period	,320	,113	,322	2,831	,008
	Ln Detailing flow (calls)	,176	,178	,056	,990	,329
	Ln Journal advertising flow	,004	,004	,012	1,198	,239
	Ln Mailing flow	,004	,004	,008	,802	,428
	Ln Competitive global marketing expenditures flow	,112	,041	,030	2,755	,009
	Ln Detailing stock (calls)	,255	,120	,079	2,132	,040
	Ln Other marketing expenditures stock	-,055	,040	-,019	-1,371	,179

	Ln Competitive global marketing expenditures stock	,311	,110	,052	2,814	,008
	Ln Average drug price per DDD	,849	,777	,219	1,092	,282
	Drug age	,045	,010	,434	4,472	,000
	Ln Drug price x Ln Detailing flow	-,188	,109	-,310	-1,724	,093
2	(Constant)	-2,788	2,734		-1,019	,317
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305
	Ln Journal advertising flow	,006	,005	,016	1,169	,253
	Ln Mailing flow	,006	,005	,013	1,159	,257
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185
	Drug age	,054	,015	,520	3,486	,002
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552
	Printed material (% of times used in calls)	,205	,209	,020	,982	,335
	Very useful (% of calls)	,097	,261	,005	,372	,713
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,014	-,122	,904	-,021
	Ln Average competitors price per DDD	,061	1,103	,277	,183
	Ln Drug price x drug age	-,032	-,989	,329	-,165
	Ipad / Tablet (% of times used in calls)	-,023	-1,571	,125	-,257
	Laptop based materials (% of times used in calls)	,004	,357	,723	,060
	Printed material (% of times used in calls)	,025	1,596	,119	,261
	Very useful (% of calls)	,004	,417	,680	,070
	Increase / Will begin to prescribe (% of calls)	,006	,500	,620	,084
	Ln Avg number of products presented during the calls	-,026	-1,507	,141	-,247

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,005
	Ln Average competitors price per DDD	,022
	Ln Drug price x drug age	,065
	Ipad / Tablet (% of times used in calls)	,296
	Laptop based materials (% of times used in calls)	,603
	Printed material (% of times used in calls)	,261
	Very useful (% of calls)	,659
	Increase / Will begin to prescribe (% of calls)	,418
	Ln Avg number of products presented during the calls	,219

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,997	,997	,083242647	,997	1417,008
2	,999	,998	,997	,084407864	,001	,899

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,547

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,189	10	9,819	1417,008	,000
	Residual	,256	37	,007		
	Total	98,446	47			
2	Regression	98,253	20	4,913	689,527	,000
	Residual	,192	27	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2,393	1,795		-1,333	,191		
	Ln Sales in DDDs lagged one period	,358	,111	,359	3,225	,003	,006	176,438
	Ln Detailing flow (calls)	,052	,155	,017	,335	,740	,029	35,028
	Ln Journal advertising flow	,004	,004	,010	,973	,337	,677	1,478
	Ln Mailing flow	,004	,004	,009	,838	,407	,668	1,497
	Ln Competitive global marketing expenditures flow	,116	,041	,031	2,819	,008	,579	1,726
	Ln Detailing stock (calls)	,158	,098	,049	1,619	,114	,077	13,051
	Ln Competitive global marketing expenditures stock	,333	,111	,056	3,012	,005	,204	4,914
	Ln Average drug price per DDD	,368	,702	,095	,524	,603	,002	463,311
	Drug age	,046	,010	,446	4,573	,000	,007	135,406
	Ln Drug price x Ln Detailing flow	-,117	,097	-,193	-1,206	,236	,003	365,097
2	(Constant)	-2,788	2,734		-1,019	,317		
	Ln Sales in DDDs lagged one period	,378	,163	,380	2,313	,029	,003	372,223
	Ln Detailing flow (calls)	,319	,305	,102	1,047	,305	,008	132,286
	Ln Journal advertising flow	,006	,005	,016	1,169	,253	,364	2,751
	Ln Mailing flow	,006	,005	,013	1,159	,257	,547	1,827
	Ln Competitive global marketing expenditures flow	,066	,049	,018	1,348	,189	,420	2,382
	Ln Detailing stock (calls)	,426	,214	,132	1,992	,057	,016	60,893
	Ln Competitive global marketing expenditures stock	,160	,146	,027	1,100	,281	,120	8,310
	Ln Average drug price per DDD	1,940	1,425	,499	1,361	,185	,001	1859,359
	Drug age	,054	,015	,520	3,486	,002	,003	307,312
	Ln Drug price x Ln Detailing flow	-,294	,223	-,486	-1,317	,199	,001	1882,926
	Ln Sales in DDDs lagged two periods	-,097	,127	-,098	-,767	,450	,004	223,184
	Ln Other marketing expenditures stock	-,093	,054	-,033	-1,738	,094	,202	4,961
	Ln Average competitors price per DDD	,327	1,017	,028	,321	,751	,009	108,481
	Ln Drug price x drug age	-,004	,010	-,022	-,436	,666	,027	36,667
	Ipad / Tablet (% of times used in calls)	-,710	,658	-,021	-1,080	,290	,195	5,131
	Laptop based materials (% of times used in calls)	,552	,917	,007	,602	,552	,521	1,920

	Printed material (% of times used in calls)	,205	,209	,020	,982	,335	,172	5,820
	Very useful (% of calls)	,097	,261	,005	,372	,713	,375	2,670
	Increase / Will begin to prescribe (% of calls)	-,008	,238	,000	-,033	,974	,310	3,224
	Ln Avg number of products presented during the calls	-,233	,221	-,021	-1,056	,300	,183	5,459

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,012	-,101	,920	-,017	,005
	Ln Other marketing expenditures stock	-,019	-1,371	,179	-,223	,343
	Ln Average competitors price per DDD	,029	,549	,586	,091	,025
	Ln Drug price x drug age	-,038	-1,160	,254	-,190	,066
	Ipad / Tablet (% of times used in calls)	-,022	-1,453	,155	-,235	,297
	Laptop based materials (% of times used in calls)	,006	,530	,599	,088	,614
	Printed material (% of times used in calls)	,018	1,162	,253	,190	,278
	Very useful (% of calls)	,001	,091	,928	,015	,696
	Increase / Will begin to prescribe (% of calls)	,001	,072	,943	,012	,458
	Ln Avg number of products presented during the calls	-,016	-,920	,364	-,152	,247

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	193,050	,002
	Ln Other marketing expenditures stock	2,916	,002
	Ln Average competitors price per DDD	39,960	,002
	Ln Drug price x drug age	15,112	,002
	Ipad / Tablet (% of times used in calls)	3,368	,002
	Laptop based materials (% of times used in calls)	1,628	,002
	Printed material (% of times used in calls)	3,597	,001
	Very useful (% of calls)	1,437	,002
	Increase / Will begin to prescribe (% of calls)	2,182	,002
	Ln Avg number of products presented during the calls	4,047	,002

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	10,045	1,000	,00	,00	,00	,00
	2	,487	4,543	,00	,00	,00	,03
	3	,321	5,591	,00	,00	,00	,40
	4	,142	8,417	,00	,00	,00	,38
	5	,003	60,792	,00	,00	,01	,02

	6	,002	73,229	,00	,00	,01	,00
	7	,001	124,676	,00	,00	,00	,04
	8	,000	216,541	,00	,07	,03	,00
	9	6,578E-5	390,781	,17	,54	,06	,07
	10	4,064E-5	497,146	,01	,13	,72	,00
	11	2,888E-5	589,794	,82	,25	,17	,05
2	1	18,840	1,000	,00	,00	,00	,00
	2	,888	4,605	,00	,00	,00	,02
	3	,490	6,200	,00	,00	,00	,00
	4	,360	7,231	,00	,00	,00	,06
	5	,177	10,329	,00	,00	,00	,38
	6	,122	12,441	,00	,00	,00	,05
	7	,057	18,218	,00	,00	,00	,00
	8	,032	24,205	,00	,00	,00	,02
	9	,019	31,466	,00	,00	,00	,01
	10	,007	50,945	,00	,00	,00	,04
	11	,004	66,851	,00	,00	,00	,02
	12	,002	97,979	,00	,00	,00	,00
	13	,001	140,840	,00	,00	,01	,00
	14	,000	197,377	,00	,00	,00	,04
	15	,000	239,158	,00	,00	,00	,02
	16	,000	344,386	,02	,01	,00	,11
	17	8,205E-5	479,175	,01	,05	,00	,09
	18	4,893E-5	620,513	,02	,20	,00	,04
	19	2,781E-5	823,003	,13	,26	,05	,09
	20	2,211E-5	923,084	,22	,44	,03	,00
	21	7,619E-6	1572,535	,61	,04	,89	,01

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,56	,00	,00	,00	,00
	3	,13	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,04	,00	,00	,00	,01
	6	,00	,03	,00	,01	,00
	7	,02	,55	,07	,00	,00
	8	,18	,18	,46	,06	,00
	9	,00	,14	,21	,02	,08
	10	,07	,08	,00	,41	,69
	11	,00	,01	,25	,51	,22
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,50	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,07	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,07	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,08	,00	,00	,00	,00
	12	,02	,00	,00	,00	,00
	13	,06	,03	,00	,00	,00
	14	,01	,61	,00	,00	,00
	15	,00	,03	,03	,01	,00
	16	,00	,03	,00	,01	,04

	17	,02	,08	,08	,00	,00
	18	,01	,02	,13	,22	,00
	19	,04	,00	,35	,05	,18
	20	,04	,05	,00	,64	,05
	21	,04	,14	,41	,07	,72

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Ln Drug price x Ln Detailing flow	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00	,00			
	2	,00	,00			
	3	,00	,00			
	4	,00	,00			
	5	,04	,00			
	6	,04	,03			
	7	,01	,00			
	8	,02	,00			
	9	,46	,19			
	10	,24	,65			
	11	,19	,13			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,00	,00	,08	,00
	13	,01	,00	,00	,10	,00
	14	,00	,00	,01	,01	,00
	15	,06	,00	,00	,23	,10
	16	,10	,01	,01	,05	,14
	17	,57	,00	,30	,01	,02
	18	,01	,00	,38	,05	,03
	19	,12	,07	,07	,01	,39
	20	,06	,03	,23	,03	,00
	21	,07	,87	,01	,43	,30

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x drug age	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					

	7					
	8					
	9					
	10					
	11					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,07	,00	,00
	3	,00	,00	,01	,00	,00
	4	,00	,02	,26	,00	,00
	5	,00	,01	,37	,00	,00
	6	,00	,25	,00	,00	,00
	7	,00	,00	,03	,10	,01
	8	,00	,14	,00	,03	,08
	9	,00	,04	,00	,07	,07
	10	,00	,00	,00	,06	,28
	11	,02	,21	,00	,00	,34
	12	,00	,02	,02	,00	,00
	13	,00	,03	,02	,04	,01
	14	,01	,04	,03	,02	,00
	15	,00	,00	,02	,00	,00
	16	,42	,00	,02	,13	,01
	17	,06	,00	,04	,01	,02
	18	,02	,00	,01	,00	,00
	19	,12	,17	,06	,33	,06
	20	,01	,00	,03	,03	,00
	21	,31	,04	,00	,16	,11

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
	11		
2	1	,00	,00
	2	,00	,01
	3	,00	,00
	4	,00	,03
	5	,00	,01
	6	,00	,12
	7	,00	,11
	8	,03	,03
	9	,04	,33
	10	,40	,02
	11	,05	,02
	12	,31	,01
	13	,04	,02
	14	,01	,00
	15	,00	,16

	16	,05	,04
	17	,04	,01
	18	,00	,00
	19	,02	,01
	20	,00	,07
	21	,01	,01

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period	.
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,999	,997	,997	,083738188	,997	1555,714
2	,999	,998	,997	,085507108	,001	,844

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,592

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,179	9	10,909	1555,714	,000
	Residual	,266	38	,007		
	Total	98,446	47			
2	Regression	98,241	19	5,171	707,187	,000
	Residual	,205	28	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1,964	1,770		-1,110	,274		
	Ln Sales in DDDs lagged one period	,387	,109	,388	3,549	,001	,006	168,177
	Ln Detailing flow (calls)	-,119	,063	-,038	-1,903	,065	,177	5,661
	Ln Journal advertising flow	,004	,004	,010	,971	,337	,677	1,478
	Ln Mailing flow	,002	,004	,006	,563	,577	,708	1,412
	Ln Competitive global marketing expenditures flow	,135	,038	,036	3,534	,001	,679	1,472
	Ln Detailing stock (calls)	,149	,098	,046	1,526	,135	,077	12,980
	Ln Competitive global marketing expenditures stock	,359	,109	,060	3,294	,002	,212	4,724
	Ln Average drug price per DDD	-,453	,169	-,117	-2,681	,011	,038	26,615
	Drug age	,046	,010	,441	4,495	,000	,007	135,123
2	(Constant)	-,809	2,314		-,350	,729		
	Ln Sales in DDDs lagged one period	,421	,162	,423	2,600	,015	,003	357,036
	Ln Detailing flow (calls)	-,071	,074	-,023	-,964	,343	,134	7,490
	Ln Journal advertising flow	,006	,005	,016	1,095	,283	,364	2,745
	Ln Mailing flow	,005	,005	,011	,928	,361	,565	1,769
	Ln Competitive global marketing expenditures flow	,091	,046	,025	2,004	,055	,497	2,013
	Ln Detailing stock (calls)	,310	,197	,096	1,570	,128	,020	50,542
	Ln Competitive global marketing expenditures stock	,215	,142	,036	1,515	,141	,131	7,645
	Ln Average drug price per DDD	,199	,540	,051	,369	,715	,004	260,455
	Drug age	,058	,015	,563	3,819	,001	,003	292,564
	Ln Sales in DDDs lagged two periods	-,074	,127	-,074	-,578	,568	,005	218,645
	Ln Other marketing expenditures stock	-,051	,044	-,018	-1,169	,252	,316	3,168
	Ln Average competitors price per DDD	-,186	,952	-,016	-,195	,847	,011	92,616
	Ln Drug price x drug age	-,011	,009	-,057	-1,258	,219	,037	27,345
	Ipad / Tablet (% of times used in calls)	-,975	,635	-,029	-1,536	,136	,215	4,653
	Laptop based materials (% of times used in calls)	,584	,929	,008	,629	,535	,521	1,919
	Printed material (% of times used in calls)	,056	,178	,006	,315	,755	,243	4,110
	Very useful (% of calls)	,005	,254	,000	,018	,986	,404	2,476
	Increase / Will begin to prescribe (% of calls)	,012	,241	,001	,048	,962	,311	3,212

	Ln Avg number of products presented during the calls	-,229	,223	-,021	-1,026	,313	,183	5,458

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,004	,031	,976	,005	,005
	Ln Other marketing expenditures stock	-,008	-,611	,545	-,100	,443
	Ln Average competitors price per DDD	,021	,397	,693	,065	,025
	Ln Drug price x drug age	-,044	-1,660	,105	-,263	,097
	Ipad / Tablet (% of times used in calls)	-,024	-1,627	,112	-,258	,304
	Laptop based materials (% of times used in calls)	,006	,527	,601	,086	,614
	Printed material (% of times used in calls)	-,001	-,105	,917	-,017	,608
	Very useful (% of calls)	,002	,150	,882	,025	,698
	Increase / Will begin to prescribe (% of calls)	-,001	-,056	,956	-,009	,464
	Ln Avg number of products presented during the calls	-,019	-1,133	,264	-,183	,257

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	190,691	,003
	Ln Other marketing expenditures stock	2,259	,006
	Ln Average competitors price per DDD	39,375	,006
	Ln Drug price x drug age	10,358	,006
	Ipad / Tablet (% of times used in calls)	3,286	,006
	Laptop based materials (% of times used in calls)	1,628	,006
	Printed material (% of times used in calls)	1,643	,006
	Very useful (% of calls)	1,433	,005
	Increase / Will begin to prescribe (% of calls)	2,156	,005
	Ln Avg number of products presented during the calls	3,898	,006

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Detailing flow (calls)
1	1	9,096	1,000	,00	,00	,00
	2	,487	4,323	,00	,00	,00
	3	,309	5,424	,00	,00	,00
	4	,104	9,373	,00	,00	,00
	5	,003	58,206	,00	,00	,06
	6	,001	99,760	,00	,01	,28
	7	,001	119,335	,00	,01	,04
	8	,000	207,844	,00	,06	,35
	9	5,809E-5	395,727	,24	,63	,26
	10	3,018E-5	549,025	,76	,30	,02
2	1	17,895	1,000	,00	,00	,00
	2	,849	4,590	,00	,00	,00

	3	,489	6,051	,00	,00	,00
	4	,353	7,123	,00	,00	,00
	5	,176	10,078	,00	,00	,00
	6	,121	12,138	,00	,00	,00
	7	,055	18,093	,00	,00	,00
	8	,031	23,936	,00	,00	,00
	9	,016	33,781	,00	,00	,00
	10	,007	49,972	,00	,00	,00
	11	,004	65,275	,00	,00	,00
	12	,002	97,376	,00	,00	,03
	13	,001	155,346	,00	,00	,22
	14	,000	209,103	,00	,00	,35
	15	,000	233,614	,00	,00	,02
	16	,000	374,566	,02	,00	,20
	17	8,195E-5	467,299	,01	,05	,12
	18	4,839E-5	608,115	,03	,23	,00
	19	2,458E-5	853,207	,04	,56	,03
	20	1,980E-5	950,681	,89	,15	,02

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Journal advertising flow	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock
1	1	,00	,00	,00	,00	,00
	2	,03	,59	,00	,00	,00
	3	,49	,14	,00	,00	,00
	4	,30	,00	,00	,00	,00
	5	,02	,04	,01	,00	,00
	6	,00	,00	,12	,00	,01
	7	,03	,01	,57	,07	,01
	8	,00	,18	,25	,48	,05
	9	,08	,02	,04	,21	,13
	10	,04	,01	,00	,23	,80
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,00	,52	,00	,00	,00
	4	,05	,00	,00	,00	,00
	5	,38	,07	,00	,00	,00
	6	,04	,01	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,02	,07	,00	,00	,00
	9	,01	,00	,00	,00	,00
	10	,04	,01	,00	,00	,00
	11	,02	,08	,00	,00	,00
	12	,00	,03	,00	,00	,00
	13	,01	,03	,18	,00	,00
	14	,05	,03	,66	,00	,00
	15	,02	,00	,01	,03	,01
	16	,12	,00	,00	,00	,02
	17	,10	,02	,09	,10	,00
	18	,02	,01	,02	,13	,25
	19	,06	,10	,03	,37	,49
	20	,02	,00	,01	,35	,22

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00	,00			
	2	,00	,00			
	3	,00	,00			
	4	,02	,00			
	5	,20	,05			
	6	,11	,04			
	7	,00	,01			
	8	,01	,02			
	9	,47	,61			
	10	,19	,27			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,01	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,00	,01	,00	,16	,00
	13	,01	,00	,01	,10	,00
	14	,00	,00	,00	,05	,01
	15	,01	,07	,00	,40	,11
	16	,79	,12	,00	,02	,18
	17	,01	,58	,30	,02	,03
	18	,00	,00	,40	,08	,02
	19	,08	,21	,21	,14	,38
	20	,10	,00	,08	,02	,25

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Drug price x drug age	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,08	,00	,00
	3	,00	,00	,01	,00	,00

	4	,00	,03	,26	,00	,00
	5	,00	,01	,37	,00	,00
	6	,00	,27	,00	,01	,00
	7	,00	,00	,03	,17	,01
	8	,00	,13	,00	,02	,11
	9	,00	,08	,00	,11	,04
	10	,01	,00	,00	,07	,32
	11	,04	,23	,00	,00	,35
	12	,00	,04	,02	,00	,00
	13	,00	,00	,03	,03	,02
	14	,00	,04	,02	,06	,00
	15	,00	,00	,02	,00	,00
	16	,56	,00	,03	,25	,01
	17	,07	,00	,04	,01	,02
	18	,04	,01	,01	,00	,00
	19	,10	,11	,01	,14	,08
	20	,18	,03	,07	,12	,03

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
2	1	,00	,00
	2	,00	,01
	3	,00	,00
	4	,00	,03
	5	,00	,01
	6	,00	,13
	7	,00	,07
	8	,04	,01
	9	,04	,36
	10	,40	,04
	11	,05	,01
	12	,33	,02
	13	,01	,01
	14	,00	,00
	15	,00	,17
	16	,05	,02
	17	,05	,01
	18	,00	,00
	19	,02	,00
	20	,01	,08

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,996	,996	,095377989	,996	1347,852
2	,999	,998	,997	,085507108	,002	1,866

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	11	28	,089

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,091	8	12,261	1347,852	,000
	Residual	,355	39	,009		
	Total	98,446	47			
2	Regression	98,241	19	5,171	707,187	,000
	Residual	,205	28	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-2,507	2,009		-1,248
	Ln Detailing flow (calls)	-,205	,066	-,066	-3,112
	Ln Journal advertising flow	,005	,004	,014	1,184
	Ln Mailing flow	,001	,005	,003	,292
	Ln Competitive global marketing expenditures flow	,136	,043	,036	3,122
	Ln Detailing stock (calls)	,165	,111	,051	1,484
	Ln Competitive global marketing expenditures stock	,631	,088	,106	7,160
	Ln Average drug price per DDD	-,642	,183	-,165	-3,510
	Drug age	,080	,004	,773	22,635
2	Ln Avg number of products presented during the calls	-,229	,223	-,021	-1,026

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	,220		
	Ln Detailing flow (calls)	,003	,207	4,820
	Ln Journal advertising flow	,244	,684	1,462
	Ln Mailing flow	,772	,711	1,406
	Ln Competitive global marketing expenditures flow	,003	,680	1,472
	Ln Detailing stock (calls)	,146	,077	12,953
	Ln Competitive global marketing expenditures stock	,000	,420	2,384
	Ln Average drug price per DDD	,001	,042	23,987
	Drug age	,000	,079	12,607
2	Ln Avg number of products presented during the calls	,313	,183	5,458

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,388	3,549	,001	,499	,006
	Ln Sales in DDDs lagged two periods	,208	2,241	,031	,342	,010
	Ln Other marketing expenditures stock	-,013	-,909	,369	-,146	,449
	Ln Average competitors price per DDD	,026	,421	,676	,068	,025
	Ln Drug price x drug age	-,056	-1,901	,065	-,295	,098
	Ipad / Tablet (% of times used in calls)	-,021	-1,205	,236	-,192	,306
	Laptop based materials (% of times used in calls)	,013	1,113	,273	,178	,643
	Printed material (% of times used in calls)	,000	,002	,999	,000	,609
	Very useful (% of calls)	-,009	-,858	,396	-,138	,776
	Increase / Will begin to prescribe (% of calls)	-,014	-1,037	,306	-,166	,516
	Ln Avg number of products presented during the calls	-,009	-,459	,648	-,074	,264

Excluded Variables

Model		Collinearity Statistics VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	168,177	,006
	Ln Sales in DDDs lagged two periods	102,927	,009
	Ln Other marketing expenditures stock	2,226	,042
	Ln Average competitors price per DDD	39,354	,025
	Ln Drug price x drug age	10,162	,012
	Ipad / Tablet (% of times used in calls)	3,273	,040
	Laptop based materials (% of times used in calls)	1,556	,041
	Printed material (% of times used in calls)	1,642	,039
	Very useful (% of calls)	1,289	,041
	Increase / Will begin to prescribe (% of calls)	1,939	,038
	Ln Avg number of products presented during the calls	3,792	,041

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	8,123	1,000	,00	,00	,00
	2	,474	4,138	,00	,00	,02
	3	,300	5,201	,00	,00	,54
	4	,099	9,078	,00	,00	,27
	5	,003	56,592	,00	,06	,02
	6	,001	99,752	,00	,35	,01
	7	,001	116,526	,01	,22	,03
	8	,000	214,355	,00	,17	,00
	9	3,541E-5	478,922	,99	,21	,11
2	1	17,895	1,000	,00	,00	,00
	2	,849	4,590	,00	,00	,02
	3	,489	6,051	,00	,00	,00
	4	,353	7,123	,00	,00	,05
	5	,176	10,078	,00	,00	,38
	6	,121	12,138	,00	,00	,04
	7	,055	18,093	,00	,00	,00
	8	,031	23,936	,00	,00	,02
	9	,016	33,781	,00	,00	,01
	10	,007	49,972	,00	,00	,04
	11	,004	65,275	,00	,00	,02
	12	,002	97,376	,00	,03	,00
	13	,001	155,346	,00	,22	,01
	14	,000	209,103	,00	,35	,05
	15	,000	233,614	,00	,02	,02
	16	,000	374,566	,02	,20	,12
	17	8,195E-5	467,299	,01	,12	,10
	18	4,839E-5	608,115	,03	,00	,02
	19	2,458E-5	853,207	,04	,03	,06
	20	1,980E-5	950,681	,89	,02	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,63	,00	,00	,00	,00
	3	,11	,00	,00	,00	,00
	4	,00	,00	,00	,00	,02
	5	,05	,01	,00	,00	,23
	6	,00	,32	,01	,02	,12
	7	,02	,36	,08	,03	,02
	8	,19	,31	,54	,29	,00
	9	,00	,01	,36	,65	,61
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,52	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,07	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,07	,00	,00	,00	,00
	9	,00	,00	,00	,00	,01
	10	,01	,00	,00	,00	,00
	11	,08	,00	,00	,00	,00
	12	,03	,00	,00	,00	,00

	13	,03	,18	,00	,00	,01
	14	,03	,66	,00	,00	,00
	15	,00	,01	,03	,01	,01
	16	,00	,00	,00	,02	,79
	17	,02	,09	,10	,00	,01
	18	,01	,02	,13	,25	,00
	19	,10	,03	,37	,49	,08
	20	,00	,01	,35	,22	,10

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00				
	2	,00				
	3	,00				
	4	,01				
	5	,79				
	6	,05				
	7	,04				
	8	,11				
	9	,00				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,00	,00	,16	,00
	13	,00	,00	,01	,10	,00
	14	,00	,00	,00	,05	,01
	15	,07	,00	,00	,40	,11
	16	,12	,00	,00	,02	,18
	17	,58	,05	,30	,02	,03
	18	,00	,23	,40	,08	,02
	19	,21	,56	,21	,14	,38
	20	,00	,15	,08	,02	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x drug age	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					

	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,08	,00	,00
	3	,00	,00	,01	,00	,00
	4	,00	,03	,26	,00	,00
	5	,00	,01	,37	,00	,00
	6	,00	,27	,00	,01	,00
	7	,00	,00	,03	,17	,01
	8	,00	,13	,00	,02	,11
	9	,00	,08	,00	,11	,04
	10	,01	,00	,00	,07	,32
	11	,04	,23	,00	,00	,35
	12	,00	,04	,02	,00	,00
	13	,00	,00	,03	,03	,02
	14	,00	,04	,02	,06	,00
	15	,00	,00	,02	,00	,00
	16	,56	,00	,03	,25	,01
	17	,07	,00	,04	,01	,02
	18	,04	,01	,01	,00	,00
	19	,10	,11	,01	,14	,08
	20	,18	,03	,07	,12	,03

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,01
	3	,00	,00
	4	,00	,03
	5	,00	,01
	6	,00	,13
	7	,00	,07
	8	,04	,01
	9	,04	,36
	10	,40	,04
	11	,05	,01
	12	,33	,02
	13	,01	,01
	14	,00	,00
	15	,00	,17
	16	,05	,02
	17	,05	,01
	18	,00	,00
	19	,02	,00
	20	,01	,08

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Drug price x drug age, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,995	,994	,108037850	,995	1199,173
2	,999	,998	,997	,085507108	,003	2,988

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,008

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97,979	7	13,997	1199,173	,000
	Residual	,467	40	,012		
	Total	98,446	47			
2	Regression	98,241	19	5,171	707,187	,000
	Residual	,205	28	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-8,178	1,352		-6,047
	Ln Detailing flow (calls)	-,091	,065	-,029	-1,405
	Ln Journal advertising flow	,001	,005	,004	,291
	Ln Mailing flow	,003	,006	,006	,496
	Ln Competitive global marketing expenditures flow	,131	,049	,035	2,665
	Ln Detailing stock (calls)	,350	,111	,109	3,145
	Ln Competitive global marketing expenditures stock	,785	,087	,132	9,062
	Drug age	,086	,003	,831	24,585

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	,000		
	Ln Detailing flow (calls)	,168	,274	3,656
	Ln Journal advertising flow	,773	,728	1,373
	Ln Mailing flow	,623	,716	1,397
	Ln Competitive global marketing expenditures flow	,011	,680	1,470
	Ln Detailing stock (calls)	,003	,099	10,066
	Ln Competitive global marketing expenditures stock	,000	,557	1,794
	Drug age	,000	,104	9,631

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,481	4,297	,000	,567	,007
	Ln Sales in DDDs lagged two periods	,266	2,635	,012	,389	,010
	Ln Other marketing expenditures stock	-,012	-,716	,478	-,114	,450
	Ln Average drug price per DDD	-,165	-3,510	,001	-,490	,042
	Ln Average competitors price per DDD	-,046	-,707	,484	-,112	,029
	Ln Drug price x drug age	-,066	-4,124	,000	-,551	,336
	Ipad / Tablet (% of times used in calls)	-,033	-1,780	,083	-,274	,322
	Laptop based materials (% of times used in calls)	,018	1,377	,176	,215	,653
	Printed material (% of times used in calls)	,010	,751	,457	,119	,647
	Very useful (% of calls)	-,004	-,320	,750	-,051	,791
	Increase / Will begin to prescribe (% of calls)	,001	,075	,940	,012	,569
	Ln Avg number of products presented during the calls	-,014	-,676	,503	-,108	,266

Excluded Variables

Model		Collinearity Statistics VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	151,573	,007
	Ln Sales in DDDs lagged two periods	98,916	,009
	Ln Other marketing expenditures stock	2,225	,063
	Ln Average drug price per DDD	23,987	,042
	Ln Average competitors price per DDD	34,715	,029
	Ln Drug price x drug age	2,979	,093
	Ipad / Tablet (% of times used in calls)	3,104	,079
	Laptop based materials (% of times used in calls)	1,532	,099
	Printed material (% of times used in calls)	1,545	,094
	Very useful (% of calls)	1,265	,097
	Increase / Will begin to prescribe (% of calls)	1,758	,077
	Ln Avg number of products presented during the calls	3,763	,092

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,208	1,000	,00	,00	,00
	2	,474	3,901	,00	,00	,02
	3	,290	4,987	,00	,00	,66
	4	,027	16,392	,00	,00	,22
	5	,001	81,534	,00	,59	,00
	6	,001	108,083	,01	,13	,05
	7	,000	200,542	,02	,26	,01
	8	8,608E-5	289,362	,96	,02	,05
2	1	17,895	1,000	,00	,00	,00
	2	,849	4,590	,00	,00	,02
	3	,489	6,051	,00	,00	,00
	4	,353	7,123	,00	,00	,05
	5	,176	10,078	,00	,00	,38
	6	,121	12,138	,00	,00	,04
	7	,055	18,093	,00	,00	,00
	8	,031	23,936	,00	,00	,02
	9	,016	33,781	,00	,00	,01
	10	,007	49,972	,00	,00	,04
	11	,004	65,275	,00	,00	,02
	12	,002	97,376	,00	,03	,00
	13	,001	155,346	,00	,22	,01
	14	,000	209,103	,00	,35	,05
	15	,000	233,614	,00	,02	,02
	16	,000	374,566	,02	,20	,12
	17	8,195E-5	467,299	,01	,12	,10
	18	4,839E-5	608,115	,03	,00	,02
	19	2,458E-5	853,207	,04	,03	,06
	20	1,980E-5	950,681	,89	,02	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Drug age
1	1	,00	,00	,00	,00	,00
	2	,62	,00	,00	,00	,00
	3	,12	,00	,00	,00	,00
	4	,01	,00	,00	,00	,14
	5	,01	,09	,01	,01	,15
	6	,03	,55	,10	,02	,00
	7	,17	,34	,75	,30	,27
	8	,03	,02	,14	,67	,44
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,52	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,07	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,07	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,08	,00	,00	,00	,00
	12	,03	,00	,00	,00	,01
	13	,03	,18	,00	,00	,00
	14	,03	,66	,00	,00	,00
	15	,00	,01	,03	,01	,07

	16	,00	,00	,00	,02	,12
	17	,02	,09	,10	,00	,58
	18	,01	,02	,13	,25	,00
	19	,10	,03	,37	,49	,21
	20	,00	,01	,35	,22	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,01	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,00	,00	,16	,00	,00
	13	,00	,01	,10	,01	,00
	14	,00	,00	,05	,00	,01
	15	,00	,00	,40	,01	,11
	16	,00	,00	,02	,79	,18
	17	,05	,30	,02	,01	,03
	18	,23	,40	,08	,00	,02
	19	,56	,21	,14	,08	,38
	20	,15	,08	,02	,10	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x drug age	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,08	,00	,00

	3	,00	,00	,01	,00	,00
	4	,00	,03	,26	,00	,00
	5	,00	,01	,37	,00	,00
	6	,00	,27	,00	,01	,00
	7	,00	,00	,03	,17	,01
	8	,00	,13	,00	,02	,11
	9	,00	,08	,00	,11	,04
	10	,01	,00	,00	,07	,32
	11	,04	,23	,00	,00	,35
	12	,00	,04	,02	,00	,00
	13	,00	,00	,03	,03	,02
	14	,00	,04	,02	,06	,00
	15	,00	,00	,02	,00	,00
	16	,56	,00	,03	,25	,01
	17	,07	,00	,04	,01	,02
	18	,04	,01	,01	,00	,00
	19	,10	,11	,01	,14	,08
	20	,18	,03	,07	,12	,03

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,01
	3	,00	,00
	4	,00	,03
	5	,00	,01
	6	,00	,13
	7	,00	,07
	8	,04	,01
	9	,04	,36
	10	,40	,04
	11	,05	,01
	12	,33	,02
	13	,01	,01
	14	,00	,00
	15	,00	,17
	16	,05	,02
	17	,05	,01
	18	,00	,00
	19	,02	,00
	20	,01	,08

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.

2	Very useful (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Drug price x drug age, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,996	,996	,095377989	,996	1347,852
2	,999	,998	,997	,085507108	,002	1,866

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	11	28	,089

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,091	8	12,261	1347,852	,000
	Residual	,355	39	,009		
	Total	98,446	47			
2	Regression	98,241	19	5,171	707,187	,000
	Residual	,205	28	,007		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,507	2,009		-1,248	,220		
	Ln Detailing flow (calls)	-,205	,066	-,066	-3,112	,003	,207	4,820
	Ln Journal advertising flow	,005	,004	,014	1,184	,244	,684	1,462
	Ln Mailing flow	,001	,005	,003	,292	,772	,711	1,406
	Ln Competitive global marketing expenditures flow	,136	,043	,036	3,122	,003	,680	1,472
	Ln Detailing stock (calls)	,165	,111	,051	1,484	,146	,077	12,953
	Ln Competitive global marketing expenditures stock	,631	,088	,106	7,160	,000	,420	2,384
	Ln Average drug price per DDD	-,642	,183	-,165	-3,510	,001	,042	23,987
	Drug age	,080	,004	,773	22,635	,000	,079	12,607

2	(Constant)	-,809	2,314		-,350	,729		
	Ln Detailing flow (calls)	-,071	,074	-,023	-,964	,343	,134	7,490
	Ln Journal advertising flow	,006	,005	,016	1,095	,283	,364	2,745
	Ln Mailing flow	,005	,005	,011	,928	,361	,565	1,769
	Ln Competitive global marketing expenditures flow	,091	,046	,025	2,004	,055	,497	2,013
	Ln Detailing stock (calls)	,310	,197	,096	1,570	,128	,020	50,542
	Ln Competitive global marketing expenditures stock	,215	,142	,036	1,515	,141	,131	7,645
	Ln Average drug price per DDD	,199	,540	,051	,369	,715	,004	260,455
	Drug age	,058	,015	,563	3,819	,001	,003	292,564
	Ln Sales in DDDs lagged one period	,421	,162	,423	2,600	,015	,003	357,036
	Ln Sales in DDDs lagged two periods	-,074	,127	-,074	-,578	,568	,005	218,645
	Ln Other marketing expenditures stock	-,051	,044	-,018	-1,169	,252	,316	3,168
	Ln Average competitors price per DDD	-,186	,952	-,016	-,195	,847	,011	92,616
	Ln Drug price x drug age	-,011	,009	-,057	-1,258	,219	,037	27,345
	Ipad / Tablet (% of times used in calls)	-,975	,635	-,029	-1,536	,136	,215	4,653
	Laptop based materials (% of times used in calls)	,584	,929	,008	,629	,535	,521	1,919
	Printed material (% of times used in calls)	,056	,178	,006	,315	,755	,243	4,110
	Very useful (% of calls)	,005	,254	,000	,018	,986	,404	2,476
	Increase / Will begin to prescribe (% of calls)	,012	,241	,001	,048	,962	,311	3,212
	Ln Avg number of products presented during the calls	-,229	,223	-,021	-1,026	,313	,183	5,458

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,388	3,549	,001	,499	,006
	Ln Sales in DDDs lagged two periods	,208	2,241	,031	,342	,010
	Ln Other marketing expenditures stock	-,013	-,909	,369	-,146	,449
	Ln Average competitors price per DDD	,026	,421	,676	,068	,025
	Ln Drug price x drug age	-,056	-1,901	,065	-,295	,098
	Ipad / Tablet (% of times used in calls)	-,021	-1,205	,236	-,192	,306
	Laptop based materials (% of times used in calls)	,013	1,113	,273	,178	,643

	Printed material (% of times used in calls)	,000	,002	,999	,000	,609
	Very useful (% of calls)	-,009	-,858	,396	-,138	,776
	Increase / Will begin to prescribe (% of calls)	-,014	-1,037	,306	-,166	,516
	Ln Avg number of products presented during the calls	-,009	-,459	,648	-,074	,264

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	168,177	,006
	Ln Sales in DDDs lagged two periods	102,927	,009
	Ln Other marketing expenditures stock	2,226	,042
	Ln Average competitors price per DDD	39,354	,025
	Ln Drug price x drug age	10,162	,012
	Ipad / Tablet (% of times used in calls)	3,273	,040
	Laptop based materials (% of times used in calls)	1,556	,041
	Printed material (% of times used in calls)	1,642	,039
	Very useful (% of calls)	1,289	,041
	Increase / Will begin to prescribe (% of calls)	1,939	,038
	Ln Avg number of products presented during the calls	3,792	,041

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	8,123	1,000	,00	,00	,00
	2	,474	4,138	,00	,00	,02
	3	,300	5,201	,00	,00	,54
	4	,099	9,078	,00	,00	,27
	5	,003	56,592	,00	,06	,02
	6	,001	99,752	,00	,35	,01
	7	,001	116,526	,01	,22	,03
	8	,000	214,355	,00	,17	,00
	9	3,541E-5	478,922	,99	,21	,11
2	1	17,895	1,000	,00	,00	,00
	2	,849	4,590	,00	,00	,02
	3	,489	6,051	,00	,00	,00
	4	,353	7,123	,00	,00	,05
	5	,176	10,078	,00	,00	,38
	6	,121	12,138	,00	,00	,04
	7	,055	18,093	,00	,00	,00
	8	,031	23,936	,00	,00	,02
	9	,016	33,781	,00	,00	,01
	10	,007	49,972	,00	,00	,04
	11	,004	65,275	,00	,00	,02
	12	,002	97,376	,00	,03	,00
	13	,001	155,346	,00	,22	,01
	14	,000	209,103	,00	,35	,05
	15	,000	233,614	,00	,02	,02
	16	,000	374,566	,02	,20	,12
	17	8,195E-5	467,299	,01	,12	,10
	18	4,839E-5	608,115	,03	,00	,02
	19	2,458E-5	853,207	,04	,03	,06
	20	1,980E-5	950,681	,89	,02	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,63	,00	,00	,00	,00
	3	,11	,00	,00	,00	,00
	4	,00	,00	,00	,00	,02
	5	,05	,01	,00	,00	,23
	6	,00	,32	,01	,02	,12
	7	,02	,36	,08	,03	,02
	8	,19	,31	,54	,29	,00
	9	,00	,01	,36	,65	,61
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,52	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,07	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,07	,00	,00	,00	,00
	9	,00	,00	,00	,00	,01
	10	,01	,00	,00	,00	,00
	11	,08	,00	,00	,00	,00
	12	,03	,00	,00	,00	,00
	13	,03	,18	,00	,00	,01
	14	,03	,66	,00	,00	,00
	15	,00	,01	,03	,01	,01
	16	,00	,00	,00	,02	,79
	17	,02	,09	,10	,00	,01
	18	,01	,02	,13	,25	,00
	19	,10	,03	,37	,49	,08
	20	,00	,01	,35	,22	,10

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Drug age	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00				
	2	,00				
	3	,00				
	4	,01				
	5	,79				
	6	,05				
	7	,04				
	8	,11				
	9	,00				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00

	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,00	,00	,16	,00
	13	,00	,00	,01	,10	,00
	14	,00	,00	,00	,05	,01
	15	,07	,00	,00	,40	,11
	16	,12	,00	,00	,02	,18
	17	,58	,05	,30	,02	,03
	18	,00	,23	,40	,08	,02
	19	,21	,56	,21	,14	,38
	20	,00	,15	,08	,02	,25

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Drug price x drug age	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,08	,00	,00
	3	,00	,00	,01	,00	,00
	4	,00	,03	,26	,00	,00
	5	,00	,01	,37	,00	,00
	6	,00	,27	,00	,01	,00
	7	,00	,00	,03	,17	,01
	8	,00	,13	,00	,02	,11
	9	,00	,08	,00	,11	,04
	10	,01	,00	,00	,07	,32
	11	,04	,23	,00	,00	,35
	12	,00	,04	,02	,00	,00
	13	,00	,00	,03	,03	,02
	14	,00	,04	,02	,06	,00
	15	,00	,00	,02	,00	,00
	16	,56	,00	,03	,25	,01
	17	,07	,00	,04	,01	,02
	18	,04	,01	,01	,00	,00
	19	,10	,11	,01	,14	,08
	20	,18	,03	,07	,12	,03

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		

	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,01
	3	,00	,00
	4	,00	,03
	5	,00	,01
	6	,00	,13
	7	,00	,07
	8	,04	,01
	9	,04	,36
	10	,40	,04
	11	,05	,01
	12	,33	,02
	13	,01	,01
	14	,00	,00
	15	,00	,17
	16	,05	,02
	17	,05	,01
	18	,00	,00
	19	,02	,00
	20	,01	,08

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998	,996	,996	,095377989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,091	8	12,261	1347,852	,000
	Residual	,355	39	,009		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-2,507	2,009		-1,248
	Ln Detailing flow (calls)	-,205	,066	-,066	-3,112
	Ln Journal advertising flow	,005	,004	,014	1,184

	Ln Mailing flow	,001	,005	,003	,292
	Ln Competitive global marketing expenditures flow	,136	,043	,036	3,122
	Ln Detailing stock (calls)	,165	,111	,051	1,484
	Ln Competitive global marketing expenditures stock	,631	,088	,106	7,160
	Ln Average drug price per DDD	-,642	,183	-,165	-3,510
	Drug age	,080	,004	,773	22,635

Coefficients

Model		Sig.
1	(Constant)	,220
	Ln Detailing flow (calls)	,003
	Ln Journal advertising flow	,244
	Ln Mailing flow	,772
	Ln Competitive global marketing expenditures flow	,003
	Ln Detailing stock (calls)	,146
	Ln Competitive global marketing expenditures stock	,000
	Ln Average drug price per DDD	,001
	Drug age	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,02632046	13,88381863	11,53085188	1,444658902	48
Residual	-,175189704	,245635837	,000000000	,086882345	48
Std. Predicted Value	-1,734	1,629	,000	1,000	48
Std. Residual	-1,837	2,575	,000	,911	48

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals BL1	48	100,0%	0	0,0%	48	100,0%

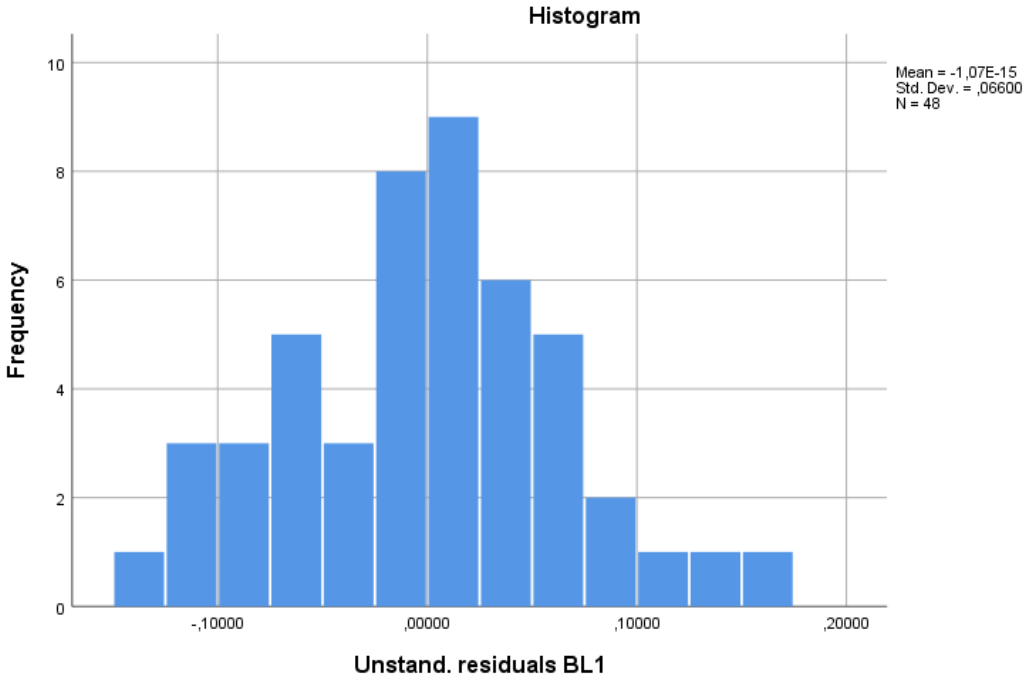
Descriptives

			Statistic	Std. Error
Unstand. residuals BL1	Mean		,0000000	,00952602
	95% Confidence Interval for Mean	Lower Bound	-,0191639	
		Upper Bound	,0191639	
	5% Trimmed Mean		-,0004353	
	Median		,0032834	
	Variance		,004	
	Std. Deviation		,06599823	
	Minimum		-,14112	
	Maximum		,15770	
	Range		,29882	
	Interquartile Range		,08822	
	Skewness		-,027	,343
	Kurtosis		-,043	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals BL1	,075	48	,200	,989	48	,931

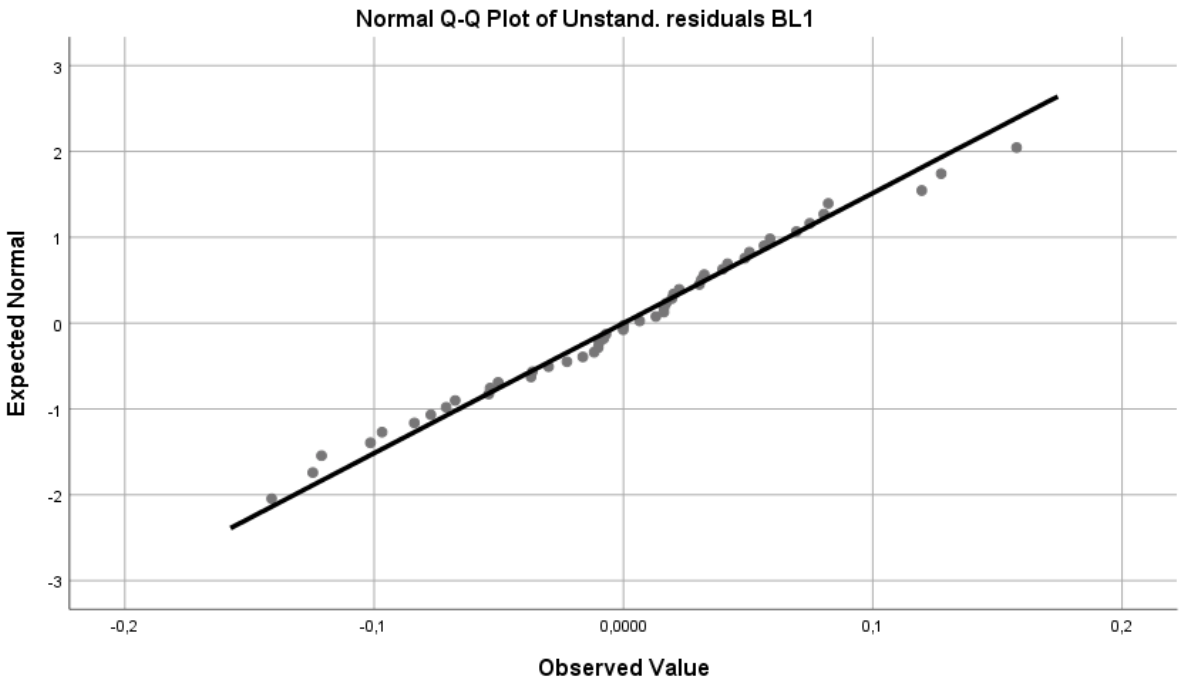
Unstand. residuals BL1

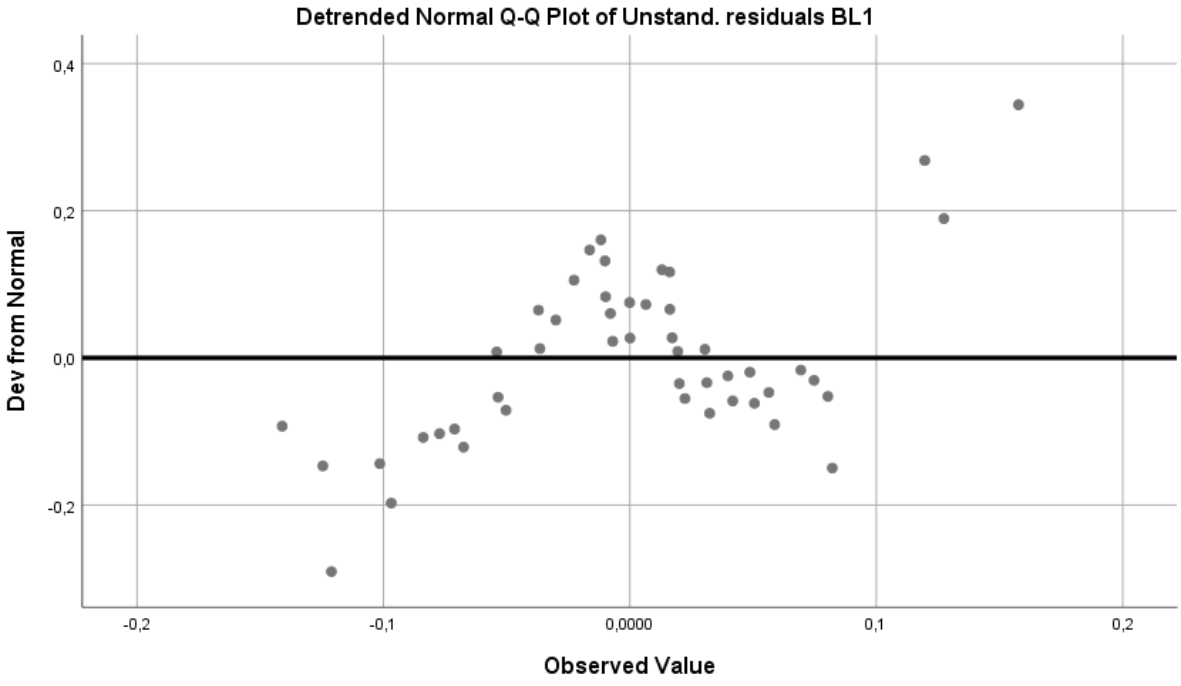


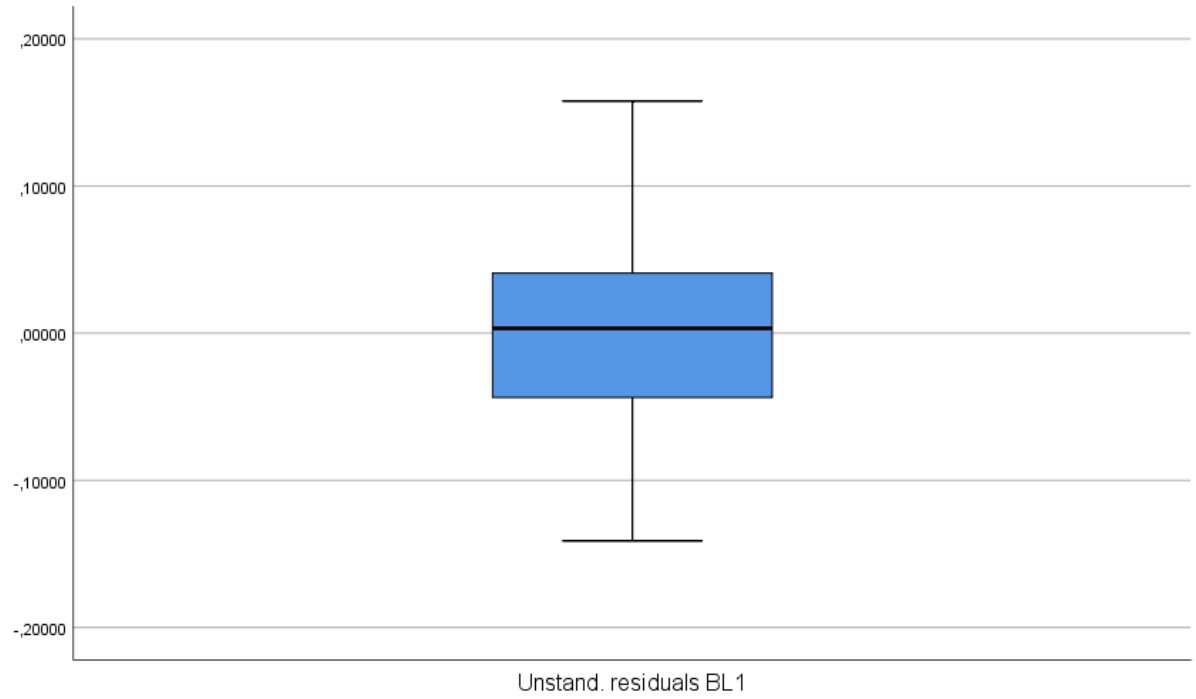
Unstand. residuals BL1 Stem-and-Leaf Plot

Frequency	Stem & Leaf
4,00	-1 . 0224
8,00	-0 . 55567789
11,00	-0 . 00001112333
15,00	0 . 001111122333344
7,00	0 . 5556788
2,00	1 . 12
1,00	1 . 5

Stem width: ,10000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals BL1
Expected Normal
3
2
1
0
-1
-2
-3
-0,2
-0,1
0,0000
0,1
0,2
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals BL1
Dev from Normal
0,4
0,2
0,0
-0,2
-0,2
-0,1
0,0000
0,1
0,2
Observed Value




```
COMPUTE sq_residuals_bl1=residuals_bl1 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_bl1
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,277	,077	-,112	,00616

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	8	,000	,407	,910
	Residual	,001	39	,000		
	Total	,002	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,031	,130		-,239
	Ln Detailing flow (calls)	,002	,004	,197	,583
	Ln Journal advertising flow	,000	,000	-,255	-1,370
	Ln Mailing flow	,000	,000	-,151	-,830
	Ln Competitive global marketing expenditures flow	,002	,003	,101	,543
	Ln Detailing stock (calls)	-,001	,007	-,048	-,086
	Ln Competitive global marketing expenditures stock	,001	,006	,053	,224
	Ln Average drug price per DDD	-,002	,012	-,113	-,149
	Drug age	,000	,000	-,392	-,718

Coefficients

Model		Sig.
1	(Constant)	,812
	Ln Detailing flow (calls)	,563
	Ln Journal advertising flow	,179
	Ln Mailing flow	,411
	Ln Competitive global marketing expenditures flow	,590
	Ln Detailing stock (calls)	,932
	Ln Competitive global marketing expenditures stock	,824
	Ln Average drug price per DDD	,882
	Drug age	,477

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age
  /SAVE PRED.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998	,996	,996	,095377989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,091	8	12,261	1347,852	,000
	Residual	,355	39	,009		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-2,507	2,009		-1,248
	Ln Detailing flow (calls)	-,205	,066	-,066	-3,112
	Ln Journal advertising flow	,005	,004	,014	1,184
	Ln Mailing flow	,001	,005	,003	,292
	Ln Competitive global marketing expenditures flow	,136	,043	,036	3,122
	Ln Detailing stock (calls)	,165	,111	,051	1,484
	Ln Competitive global marketing expenditures stock	,631	,088	,106	7,160
	Ln Average drug price per DDD	-,642	,183	-,165	-3,510
	Drug age	,080	,004	,773	22,635

Coefficients

Model		Sig.
1	(Constant)	,220
	Ln Detailing flow (calls)	,003
	Ln Journal advertising flow	,244
	Ln Mailing flow	,772
	Ln Competitive global marketing expenditures flow	,003
	Ln Detailing stock (calls)	,146
	Ln Competitive global marketing expenditures stock	,000
	Ln Average drug price per DDD	,001
	Drug age	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,02632046	13,88381863	11,53085188	1,444658902	48
Residual	-,175189704	,245635837	,000000000	,086882345	48
Std. Predicted Value	-1,734	1,629	,000	1,000	48
Std. Residual	-1,837	2,575	,000	,911	48

```
COMPUTE sq_unst_pred_bl1=unstand_predi_bl1 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_bl1=unstand_predi_bl1 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age sq_unst_pred_bl1.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Squared unstand. predicted values for BL2, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998	,997	,996	,094989178

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,103	9	10,900	1208,065	,000
	Residual	,343	38	,009		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	1,075	3,704		,290
	Ln Detailing flow (calls)	-,109	,106	-,035	-1,034
	Ln Journal advertising flow	,004	,004	,010	,844
	Ln Mailing flow	,001	,005	,002	,198
	Ln Competitive global marketing expenditures flow	,076	,068	,020	1,127
	Ln Detailing stock (calls)	,180	,112	,056	1,611
	Ln Competitive global marketing expenditures stock	,320	,285	,054	1,121
	Ln Average drug price per DDD	-,432	,258	-,111	-1,671
	Drug age	,047	,029	,455	1,638
	Squared unstand. predicted values for BL2	,016	,014	,377	1,149

Coefficients

Model		Sig.
1	(Constant)	,773
	Ln Detailing flow (calls)	,308
	Ln Journal advertising flow	,404
	Ln Mailing flow	,844
	Ln Competitive global marketing expenditures flow	,267
	Ln Detailing stock (calls)	,115
	Ln Competitive global marketing expenditures stock	,270
	Ln Average drug price per DDD	,103

	Drug age	,110
	Squared unstand. predicted values for BL2	,258

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age cub_unst_pred_bl1.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for BL2, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998	,997	,996	,094905902

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,103	9	10,900	1210,194	,000
	Residual	,342	38	,009		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,022	2,905		-,008
	Ln Detailing flow (calls)	-,144	,083	-,046	-1,730
	Ln Journal advertising flow	,005	,004	,013	1,101
	Ln Mailing flow	,001	,005	,003	,229
	Ln Competitive global marketing expenditures flow	,101	,052	,027	1,918
	Ln Detailing stock (calls)	,212	,118	,066	1,802
	Ln Competitive global marketing expenditures stock	,430	,192	,072	2,233
	Ln Average drug price per DDD	-,545	,200	-,140	-2,728
	Drug age	,061	,016	,592	3,770
	Cubed unstand. predicted values for BL2	,000	,000	,200	1,179

Coefficients

Model		Sig.
1	(Constant)	,994
	Ln Detailing flow (calls)	,092
	Ln Journal advertising flow	,278
	Ln Mailing flow	,820
	Ln Competitive global marketing expenditures flow	,063
	Ln Detailing stock (calls)	,079
	Ln Competitive global marketing expenditures stock	,032
	Ln Average drug price per DDD	,010
	Drug age	,001
	Cubed unstand. predicted values for BL2	,246

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,998	,996	,996	,095377989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,091	8	12,261	1347,852	,000
	Residual	,355	39	,009		
	Total	98,446	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-2,507	2,009		-1,248
	Ln Detailing flow (calls)	-,205	,066	-,066	-3,112
	Ln Journal advertising flow	,005	,004	,014	1,184
	Ln Mailing flow	,001	,005	,003	,292

	Ln Competitive global marketing expenditures flow	,136	,043	,036	3,122
	Ln Detailing stock (calls)	,165	,111	,051	1,484
	Ln Competitive global marketing expenditures stock	,631	,088	,106	7,160
	Ln Average drug price per DDD	-,642	,183	-,165	-3,510
	Drug age	,080	,004	,773	22,635

Coefficients

Model		Sig.
1	(Constant)	,220
	Ln Detailing flow (calls)	,003
	Ln Journal advertising flow	,244
	Ln Mailing flow	,772
	Ln Competitive global marketing expenditures flow	,003
	Ln Detailing stock (calls)	,146
	Ln Competitive global marketing expenditures stock	,000
	Ln Average drug price per DDD	,001
	Drug age	,000

Period 1

```
USE ALL.
COMPUTE filter_$=(product=11 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=11 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995	,990	,981	,079341679

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,028	8	,754	119,703	,000
	Residual	,063	10	,006		
	Total	6,091	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	2,668	3,614		,738
	Ln Detailing flow (calls)	-,059	,089	-,044	-,670
	Ln Journal advertising flow	,016	,011	,053	1,383
	Ln Mailing flow	,019	,010	,121	1,887
	Ln Competitive global marketing expenditures flow	-,025	,081	-,015	-,302
	Ln Detailing stock (calls)	,645	,166	,341	3,895
	Ln Competitive global marketing expenditures stock	-,114	,286	-,022	-,398
	Ln Average drug price per DDD	,177	,308	,074	,575
	Drug age	,085	,007	,825	13,015

Coefficients

Model		Sig.
1	(Constant)	,477
	Ln Detailing flow (calls)	,518
	Ln Journal advertising flow	,197
	Ln Mailing flow	,088
	Ln Competitive global marketing expenditures flow	,769
	Ln Detailing stock (calls)	,003
	Ln Competitive global marketing expenditures stock	,699
	Ln Average drug price per DDD	,578
	Drug age	,000

Period 2

```
USE ALL.
COMPUTE filter_$=(product=11 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=11 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age.
```

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999	,997	,996	,064741285

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,507	8	3,688	879,970	,000
	Residual	,084	20	,004		
	Total	29,591	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,699	2,536		2,642
	Ln Detailing flow (calls)	,175	,097	,038	1,804
	Ln Journal advertising flow	,001	,004	,004	,277
	Ln Mailing flow	-,001	,004	-,004	-,328
	Ln Competitive global marketing expenditures flow	-,070	,057	-,028	-1,219
	Ln Detailing stock (calls)	,187	,198	,034	,945
	Ln Competitive global marketing expenditures stock	,058	,140	,017	,414
	Ln Average drug price per DDD	-1,911	,271	-,413	-7,055
	Drug age	,068	,004	,560	15,352

Coefficients

Model		Sig.
1	(Constant)	,016
	Ln Detailing flow (calls)	,086
	Ln Journal advertising flow	,784
	Ln Mailing flow	,746
	Ln Competitive global marketing expenditures flow	,237
	Ln Detailing stock (calls)	,356
	Ln Competitive global marketing expenditures stock	,683
	Ln Average drug price per DDD	,000
	Drug age	,000

12.2. Product BL2

```
USE ALL.
COMPUTE filter_$=(product=12).
VARIABLE LABELS filter_$ 'product=12 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,993	,985	,975	,089234165	,985	97,487

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age price_x_det
ipad_tablet laptop printed
    very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,993	,985	,976	,087682313	,985	106,578
2	,993	,985	,975	,089234165	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	1	28	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,749	18	,819	106,578	,000
	Residual	,223	29	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,958	5,040		1,182	,247
	Ln Sales in DDDs lagged one period	,253	,175	,270	1,441	,160
	Ln Sales in DDDs lagged two periods	,477	,153	,542	3,111	,004
	Ln Detailing flow (calls)	-,064	,561	-,034	-,115	,909
	Ln Journal advertising flow	,006	,004	,045	1,434	,162
	Ln Mailing flow	,005	,004	,027	1,075	,291

	Ln Competitive global marketing expenditures flow	,061	,059	,060	1,031	,311
	Ln Detailing stock (calls)	,019	,134	,006	,145	,886
	Ln Other marketing expenditures stock	-,040	,062	-,030	-,638	,529
	Ln Competitive global marketing expenditures stock	-,126	,092	-,128	-1,368	,182
	Ln Average drug price per DDD	-,927	4,151	-,199	-,223	,825
	Drug age	,002	,006	,039	,287	,776
	Ln Drug price x Ln Detailing flow	,018	,518	,037	,035	,972
	Ipad / Tablet (% of times used in calls)	,713	,437	,058	1,629	,114
	Laptop based materials (% of times used in calls)	-,834	,526	-,047	-1,583	,124
	Printed material (% of times used in calls)	,126	,135	,034	,932	,359
	Very useful (% of calls)	-,189	,224	-,028	-,846	,405
	Increase / Will begin to prescribe (% of calls)	-,027	,268	-,006	-,102	,919
	Ln Avg number of products presented during the calls	-,074	,266	-,009	-,280	,781
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,002	,010	,992	,002

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,024

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age price_x_det
ipad_tablet laptop printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,993	,985	,977	,086224010	,985	116,696
2	,993	,985	,975	,089234165	,000	,005

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	17	30	,000
2	2	28	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,749	17	,868	116,696	,000
	Residual	,223	30	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,923	4,944		1,198	,240
	Ln Sales in DDDs lagged one period	,249	,169	,266	1,475	,151
	Ln Sales in DDDs lagged two periods	,481	,145	,546	3,308	,002
	Ln Detailing flow (calls)	-,060	,550	-,032	-,110	,913
	Ln Journal advertising flow	,006	,004	,044	1,503	,143
	Ln Mailing flow	,005	,004	,028	1,135	,265
	Ln Competitive global marketing expenditures flow	,061	,058	,060	1,050	,302
	Ln Detailing stock (calls)	,019	,132	,006	,146	,885
	Ln Other marketing expenditures stock	-,040	,061	-,030	-,655	,518
	Ln Competitive global marketing expenditures stock	-,126	,091	-,128	-1,390	,175
	Ln Average drug price per DDD	-,922	4,082	-,198	-,226	,823
	Drug age	,002	,005	,039	,289	,775
	Ln Drug price x Ln Detailing flow	,016	,509	,033	,032	,975
	Ipad / Tablet (% of times used in calls)	,727	,407	,059	1,789	,084
	Laptop based materials (% of times used in calls)	-,829	,516	-,047	-1,607	,119
	Printed material (% of times used in calls)	,122	,129	,033	,951	,349
	Very useful (% of calls)	-,199	,200	-,029	-,996	,327
	Ln Avg number of products presented during the calls	-,071	,258	-,009	-,273	,787
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567

	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,001	,008	,994	,002
	Increase / Will begin to prescribe (% of calls)	-,006	-,102	,919	-,019

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,024
	Increase / Will begin to prescribe (% of calls)	,172

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age price_x_det
ipad_tablet laptop printed
    very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow	.
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,993	,985	,977	,084927372	,985	127,800
2	,993	,985	,975	,089234165	,000	,027

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	3	28	,994

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,748	16	,922	127,800	,000
	Residual	,224	31	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,483	4,605		1,191	,243
	Ln Sales in DDDs lagged one period	,273	,142	,292	1,923	,064
	Ln Sales in DDDs lagged two periods	,472	,140	,537	3,378	,002
	Ln Detailing flow (calls)	-,052	,541	-,028	-,096	,924
	Ln Journal advertising flow	,006	,004	,042	1,525	,137
	Ln Mailing flow	,005	,004	,028	1,171	,251
	Ln Competitive global marketing expenditures flow	,061	,057	,060	1,065	,295

	Ln Detailing stock (calls)	,008	,124	,002	,065	,948
	Ln Other marketing expenditures stock	-,034	,057	-,026	-,606	,549
	Ln Competitive global marketing expenditures stock	-,118	,084	-,119	-1,401	,171
	Ln Average drug price per DDD	-,814	4,002	-,175	-,204	,840
	Drug age	,001	,005	,032	,245	,808
	Ln Drug price x Ln Detailing flow	,013	,501	,026	,026	,979
	Ipad / Tablet (% of times used in calls)	,753	,390	,061	1,930	,063
	Laptop based materials (% of times used in calls)	-,855	,500	-,048	-1,713	,097
	Printed material (% of times used in calls)	,117	,125	,032	,935	,357
	Very useful (% of calls)	-,187	,192	-,028	-,975	,337
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	,000	-,003	,998	-,001
	Increase / Will begin to prescribe (% of calls)	-,003	-,064	,950	-,012
	Ln Avg number of products presented during the calls	-,009	-,273	,787	-,050

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,025
	Increase / Will begin to prescribe (% of calls)	,175
	Ln Avg number of products presented during the calls	,465

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd drug_age price_x_det ipad_tablet
laptop printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,992	,985	,978	,084083768	,985	139,044
2	,993	,985	,975	,089234165	,000	,103

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,000
2	4	28	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,746	15	,983	139,044	,000
	Residual	,226	32	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,519	4,559		1,211	,235
	Ln Sales in DDDs lagged one period	,267	,140	,285	1,905	,066
	Ln Sales in DDDs lagged two periods	,451	,134	,512	3,367	,002
	Ln Detailing flow (calls)	-,047	,536	-,025	-,088	,930
	Ln Journal advertising flow	,005	,004	,037	1,423	,164
	Ln Mailing flow	,005	,004	,031	1,292	,206
	Ln Competitive global marketing expenditures flow	,041	,047	,041	,885	,383
	Ln Detailing stock (calls)	,034	,115	,010	,297	,768
	Ln Competitive global marketing expenditures stock	-,127	,082	-,128	-1,550	,131
	Ln Average drug price per DDD	-1,014	3,948	-,217	-,257	,799
	Drug age	,003	,004	,086	,911	,369
	Ln Drug price x Ln Detailing flow	,027	,496	,054	,054	,957
	Ipad / Tablet (% of times used in calls)	,785	,382	,064	2,053	,048
	Laptop based materials (% of times used in calls)	-,809	,489	-,046	-1,656	,108
	Printed material (% of times used in calls)	,151	,111	,041	1,365	,182
	Very useful (% of calls)	-,203	,189	-,030	-1,078	,289
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122

	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	-,026	-,606	,549	-,108
	Ln Average competitors price per DDD	-,032	-,248	,806	-,044
	Increase / Will begin to prescribe (% of calls)	-,007	-,128	,899	-,023
	Ln Avg number of products presented during the calls	-,002	-,051	,959	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,264
	Ln Average competitors price per DDD	,029
	Increase / Will begin to prescribe (% of calls)	,177
	Ln Avg number of products presented during the calls	,528

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock
    comp_mark_expend_stock avg_price_ddd drug_age price_x_det ipad_tablet
laptop printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,985	,978	,083806068	,985	149,908
2	,993	,985	,975	,089234165	,001	,221

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	5	28	,950

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,740	14	1,053	149,908	,000
	Residual	,232	33	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,482	4,544		1,207	,236
	Ln Sales in DDDs lagged one period	,269	,140	,287	1,922	,063
	Ln Sales in DDDs lagged two periods	,432	,132	,492	3,280	,002
	Ln Detailing flow (calls)	,036	,526	,019	,068	,946
	Ln Journal advertising flow	,006	,004	,041	1,636	,111
	Ln Mailing flow	,006	,004	,034	1,454	,155
	Ln Detailing stock (calls)	,054	,112	,016	,478	,636

	Ln Competitive global marketing expenditures stock	-,120	,081	-,121	-1,478	,149
	Ln Average drug price per DDD	-,702	3,920	-,150	-,179	,859
	Drug age	,004	,004	,104	1,124	,269
	Ln Drug price x Ln Detailing flow	-,035	,489	-,070	-,072	,943
	Ipad / Tablet (% of times used in calls)	,802	,381	,065	2,108	,043
	Laptop based materials (% of times used in calls)	-,717	,476	-,041	-1,506	,142
	Printed material (% of times used in calls)	,140	,110	,038	1,276	,211
	Very useful (% of calls)	-,187	,187	-,028	-,998	,325
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,041	,885	,383	,154
	Ln Other marketing expenditures stock	,000	-,010	,992	-,002
	Ln Average competitors price per DDD	-,069	-,597	,555	-,105
	Increase / Will begin to prescribe (% of calls)	-,004	-,080	,937	-,014
	Ln Avg number of products presented during the calls	-,007	-,247	,807	-,044

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,222
	Ln Other marketing expenditures stock	,385
	Ln Average competitors price per DDD	,036
	Increase / Will begin to prescribe (% of calls)	,178
	Ln Avg number of products presented during the calls	,556

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock
    comp_mark_expend_stock avg_price_ddd drug_age price_x_det ipad_tablet
laptop printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Average drug price per DDD, Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Drug age, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,992	,984	,978	,083802073	,984	161,378
2	,993	,985	,975	,089234165	,001	,331

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	13	34	,000
2	6	28	,915

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,733	13	1,133	161,378	,000
	Residual	,239	34	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,813	4,494		1,071	,292
	Ln Sales in DDDs lagged one period	,284	,139	,304	2,047	,048
	Ln Sales in DDDs lagged two periods	,433	,132	,492	3,282	,002
	Ln Detailing flow (calls)	,093	,523	,049	,177	,860
	Ln Journal advertising flow	,005	,003	,037	1,505	,142
	Ln Mailing flow	,006	,004	,033	1,400	,171
	Ln Detailing stock (calls)	,030	,110	,009	,271	,788
	Ln Competitive global marketing expenditures stock	-,112	,081	-,113	-1,381	,176
	Ln Average drug price per DDD	-,228	3,891	-,049	-,059	,954
	Drug age	,004	,004	,101	1,093	,282
	Ln Drug price x Ln Detailing flow	-,088	,486	-,177	-,182	,857
	Ipad / Tablet (% of times used in calls)	,775	,380	,063	2,041	,049
	Laptop based materials (% of times used in calls)	-,684	,475	-,039	-1,440	,159
	Printed material (% of times used in calls)	,121	,108	,033	1,119	,271
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131

	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,036	,779	,441	,134
	Ln Other marketing expenditures stock	-,006	-,176	,862	-,031
	Ln Average competitors price per DDD	-,064	-,554	,583	-,096
	Very useful (% of calls)	-,028	-,998	,325	-,171
	Increase / Will begin to prescribe (% of calls)	-,024	-,528	,601	-,092
	Ln Avg number of products presented during the calls	,000	,015	,989	,003

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,224
	Ln Other marketing expenditures stock	,396
	Ln Average competitors price per DDD	,036
	Very useful (% of calls)	,614
	Increase / Will begin to prescribe (% of calls)	,226
	Ln Avg number of products presented during the calls	,596

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock
    comp_mark_expend_stock avg_price_ddd drug_age price_x_det ipad_tablet
laptop
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,983	,978	,084104667	,983	173,467
2	,993	,985	,975	,089234165	,002	,442

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	7	28	,867

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,724	12	1,227	173,467	,000
	Residual	,248	35	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,782	4,126		,674	,505
	Ln Sales in DDDs lagged one period	,298	,139	,318	2,144	,039
	Ln Sales in DDDs lagged two periods	,471	,128	,536	3,695	,001
	Ln Detailing flow (calls)	,192	,517	,101	,371	,713
	Ln Journal advertising flow	,005	,004	,038	1,528	,136
	Ln Mailing flow	,006	,004	,033	1,400	,170
	Ln Detailing stock (calls)	,025	,110	,007	,226	,822

	Ln Competitive global marketing expenditures stock	-,070	,072	-,070	-,969	,339
	Ln Average drug price per DDD	,703	3,814	,151	,184	,855
	Drug age	,002	,003	,051	,628	,534
	Ln Drug price x Ln Detailing flow	-,178	,481	-,357	-,370	,713
	Ipad / Tablet (% of times used in calls)	,753	,381	,061	1,979	,056
	Laptop based materials (% of times used in calls)	-,779	,469	-,044	-1,662	,105
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,031	,663	,512	,113
	Ln Other marketing expenditures stock	-,020	-,617	,541	-,105
	Ln Average competitors price per DDD	-,094	-,845	,404	-,143
	Printed material (% of times used in calls)	,033	1,119	,271	,189
	Very useful (% of calls)	-,021	-,781	,440	-,133
	Increase / Will begin to prescribe (% of calls)	-,010	-,226	,823	-,039
	Ln Avg number of products presented during the calls	,009	,330	,744	,056

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,227
	Ln Other marketing expenditures stock	,477
	Ln Average competitors price per DDD	,039
	Printed material (% of times used in calls)	,547
	Very useful (% of calls)	,633
	Increase / Will begin to prescribe (% of calls)	,242
	Ln Avg number of products presented during the calls	,649

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age price_x_det ipad_tablet laptop
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow	.
2	Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,991	,983	,978	,084033190	,983	189,473
2	,993	,985	,975	,089234165	,002	,491

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	11	36	,000
2	8	28	,852

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,718	11	1,338	189,473	,000
	Residual	,254	36	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,222	4,098		,786	,437
	Ln Sales in DDDs lagged one period	,299	,139	,320	2,158	,038
	Ln Sales in DDDs lagged two periods	,467	,127	,531	3,664	,001
	Ln Detailing flow (calls)	,046	,494	,024	,094	,926
	Ln Journal advertising flow	,005	,003	,035	1,411	,167
	Ln Mailing flow	,005	,004	,031	1,312	,198
	Ln Detailing stock (calls)	-,004	,106	-,001	-,040	,968
	Ln Average drug price per DDD	-,274	3,676	-,059	-,075	,941
	Drug age	,001	,003	,014	,190	,850
	Ln Drug price x Ln Detailing flow	-,035	,458	-,071	-,077	,939
	Ipad / Tablet (% of times used in calls)	,728	,379	,059	1,919	,063
	Laptop based materials (% of times used in calls)	-,840	,464	-,048	-1,810	,079
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244

	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,028	,619	,540	,104
	Ln Other marketing expenditures stock	-,019	-,593	,557	-,100
	Ln Competitive global marketing expenditures stock	-,070	-,969	,339	-,162
	Ln Average competitors price per DDD	-,019	-,199	,844	-,034
	Printed material (% of times used in calls)	,014	,533	,597	,090
	Very useful (% of calls)	-,021	-,757	,454	-,127
	Increase / Will begin to prescribe (% of calls)	-,016	-,366	,717	-,062
	Ln Avg number of products presented during the calls	,015	,565	,576	,095

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,227
	Ln Other marketing expenditures stock	,478
	Ln Competitive global marketing expenditures stock	,089
	Ln Average competitors price per DDD	,054
	Printed material (% of times used in calls)	,698
	Very useful (% of calls)	,633
	Increase / Will begin to prescribe (% of calls)	,247
	Ln Avg number of products presented during the calls	,694

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age price_x_det ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing flow
2	Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,981	,976	,086579607	,981	196,032
2	,993	,985	,975	,089234165	,004	,759

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	9	28	,654

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,695	10	1,469	196,032	,000
	Residual	,277	37	,007		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,461	4,199		,586	,561
	Ln Sales in DDDs lagged one period	,259	,141	,277	1,837	,074
	Ln Sales in DDDs lagged two periods	,460	,131	,523	3,508	,001
	Ln Detailing flow (calls)	,297	,489	,157	,607	,548
	Ln Journal advertising flow	,004	,004	,032	1,247	,220
	Ln Mailing flow	,004	,004	,023	,990	,329
	Ln Detailing stock (calls)	-,034	,107	-,010	-,321	,750
	Ln Average drug price per DDD	1,098	3,706	,235	,296	,769

	Drug age	,000	,003	,004	,049	,961
	Ln Drug price x Ln Detailing flow	-,247	,456	-,496	-,543	,590
	Ipad / Tablet (% of times used in calls)	,484	,365	,039	1,325	,193
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,008	,177	,860	,030
	Ln Other marketing expenditures stock	-,022	-,670	,507	-,111
	Ln Competitive global marketing expenditures stock	-,087	-1,174	,248	-,192
	Ln Average competitors price per DDD	,009	,098	,922	,016
	Laptop based materials (% of times used in calls)	-,048	-1,810	,079	-,289
	Printed material (% of times used in calls)	,019	,690	,495	,114
	Very useful (% of calls)	-,015	-,544	,589	-,090
	Increase / Will begin to prescribe (% of calls)	-,004	-,079	,937	-,013
	Ln Avg number of products presented during the calls	,010	,371	,712	,062

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,240
	Ln Other marketing expenditures stock	,479
	Ln Competitive global marketing expenditures stock	,091
	Ln Average competitors price per DDD	,056
	Laptop based materials (% of times used in calls)	,683
	Printed material (% of times used in calls)	,705
	Very useful (% of calls)	,640
	Increase / Will begin to prescribe (% of calls)	,254
	Ln Avg number of products presented during the calls	,701

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,990	,981	,976	,087435181	,981	213,381
2	,993	,985	,975	,089234165	,005	,848

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,589

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,681	9	1,631	213,381	,000
	Residual	,291	38	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,935	4,226		,695	,491
	Ln Sales in DDDs lagged one period	,234	,141	,250	1,661	,105
	Ln Sales in DDDs lagged two periods	,439	,132	,499	3,340	,002
	Ln Detailing flow (calls)	,329	,493	,174	,667	,509
	Ln Journal advertising flow	,004	,004	,031	1,221	,230
	Ln Mailing flow	,003	,004	,018	,752	,457
	Ln Detailing stock (calls)	-,022	,108	-,007	-,207	,837
	Ln Average drug price per DDD	,976	3,741	,209	,261	,796
	Drug age	,001	,003	,030	,430	,670
	Ln Drug price x Ln Detailing flow	-,264	,460	-,529	-,573	,570
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414

	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,017	,375	,710	,062
	Ln Other marketing expenditures stock	-,023	-,703	,486	-,115
	Ln Competitive global marketing expenditures stock	-,073	-,988	,330	-,160
	Ln Average competitors price per DDD	-,020	-,210	,835	-,035
	Ipad / Tablet (% of times used in calls)	,039	1,325	,193	,213
	Laptop based materials (% of times used in calls)	-,030	-1,165	,251	-,188
	Printed material (% of times used in calls)	,017	,612	,544	,100
	Very useful (% of calls)	-,014	-,508	,615	-,083
	Increase / Will begin to prescribe (% of calls)	-,021	-,480	,634	-,079
	Ln Avg number of products presented during the calls	,003	,123	,902	,020

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,246
	Ln Other marketing expenditures stock	,480
	Ln Competitive global marketing expenditures stock	,093
	Ln Average competitors price per DDD	,059
	Ipad / Tablet (% of times used in calls)	,565
	Laptop based materials (% of times used in calls)	,782
	Printed material (% of times used in calls)	,707
	Very useful (% of calls)	,641
	Increase / Will begin to prescribe (% of calls)	,281
	Ln Avg number of products presented during the calls	,725

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD	.
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,979	,975	,089383863	,979	229,371
2	,993	,985	,975	,089234165	,006	1,012

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	11	28	,461

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,660	8	1,833	229,371	,000
	Residual	,312	39	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,384	4,311		,785	,437
	Ln Sales in DDDs lagged two periods	,587	,099	,668	5,936	,000
	Ln Detailing flow (calls)	,451	,498	,238	,904	,372
	Ln Journal advertising flow	,005	,004	,036	1,401	,169
	Ln Mailing flow	,002	,004	,012	,499	,620
	Ln Detailing stock (calls)	-,028	,111	-,008	-,251	,803
	Ln Average drug price per DDD	1,488	3,812	,319	,390	,698

	Drug age	,002	,003	,057	,807	,424
	Ln Drug price x Ln Detailing flow	-,365	,466	-,731	-,782	,439
2	(Constant)	5,950	5,187		1,147	,261
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911
	Ln Journal advertising flow	,006	,005	,045	1,368	,182
	Ln Mailing flow	,005	,005	,027	1,054	,301
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829
	Drug age	,002	,006	,040	,276	,784
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,250	1,661	,105	,260
	Ln Competitive global marketing expenditures flow	,018	,381	,706	,062
	Ln Other marketing expenditures stock	-,022	-,660	,513	-,106
	Ln Competitive global marketing expenditures stock	-,074	-,977	,335	-,156
	Ln Average competitors price per DDD	-,024	-,246	,807	-,040
	Ipad / Tablet (% of times used in calls)	,032	1,059	,296	,169
	Laptop based materials (% of times used in calls)	-,025	-,957	,345	-,153
	Printed material (% of times used in calls)	,019	,701	,488	,113
	Very useful (% of calls)	-,020	-,684	,498	-,110
	Increase / Will begin to prescribe (% of calls)	-,002	-,044	,965	-,007
	Ln Avg number of products presented during the calls	-,013	-,530	,599	-,086

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,022
	Ln Competitive global marketing expenditures flow	,246
	Ln Other marketing expenditures stock	,480
	Ln Competitive global marketing expenditures stock	,093
	Ln Average competitors price per DDD	,059
	Ipad / Tablet (% of times used in calls)	,575
	Laptop based materials (% of times used in calls)	,790
	Printed material (% of times used in calls)	,709
	Very useful (% of calls)	,649
	Increase / Will begin to prescribe (% of calls)	,300
	Ln Avg number of products presented during the calls	,862

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD	.
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,990	,979	,975	,089383863	,979	229,371
2	,993	,985	,975	,089234165	,006	1,012

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	11	28	,461

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,660	8	1,833	229,371	,000
	Residual	,312	39	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,384	4,311		,785	,437		
	Ln Sales in DDDs lagged two periods	,587	,099	,668	5,936	,000	,042	23,698
	Ln Detailing flow (calls)	,451	,498	,238	,904	,372	,008	130,158
	Ln Journal advertising flow	,005	,004	,036	1,401	,169	,787	1,271
	Ln Mailing flow	,002	,004	,012	,499	,620	,950	1,053
	Ln Detailing stock (calls)	-,028	,111	-,008	-,251	,803	,487	2,054
	Ln Average drug price per DDD	1,488	3,812	,319	,390	,698	,001	1251,131
	Drug age	,002	,003	,057	,807	,424	,107	9,365
	Ln Drug price x Ln Detailing flow	-,365	,466	-,731	-,782	,439	,001	1637,719
2	(Constant)	5,950	5,187		1,147	,261		
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005	,017	59,036
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911	,006	176,336
	Ln Journal advertising flow	,006	,005	,045	1,368	,182	,485	2,062
	Ln Mailing flow	,005	,005	,027	1,054	,301	,782	1,278
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890	,298	3,359
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829	,001	1573,470
	Drug age	,002	,006	,040	,276	,784	,026	39,021
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972	,000	2135,872
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168	,015	68,350
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404	,105	9,529
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567	,196	5,115

	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244	,047	21,480
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992	,024	40,906
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122	,400	2,499
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131	,577	1,734
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373	,374	2,673
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414	,468	2,135
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921	,171	5,832
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785	,455	2,198

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,250	1,661	,105	,260	,022
	Ln Competitive global marketing expenditures flow	,018	,381	,706	,062	,246
	Ln Other marketing expenditures stock	-,022	-,660	,513	-,106	,480
	Ln Competitive global marketing expenditures stock	-,074	-,977	,335	-,156	,093
	Ln Average competitors price per DDD	-,024	-,246	,807	-,040	,059
	Ipad / Tablet (% of times used in calls)	,032	1,059	,296	,169	,575
	Laptop based materials (% of times used in calls)	-,025	-,957	,345	-,153	,790
	Printed material (% of times used in calls)	,019	,701	,488	,113	,709
	Very useful (% of calls)	-,020	-,684	,498	-,110	,649
	Increase / Will begin to prescribe (% of calls)	-,002	-,044	,965	-,007	,300
	Ln Avg number of products presented during the calls	-,013	-,530	,599	-,086	,862

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	44,539	,001
	Ln Competitive global marketing expenditures flow	4,064	,001
	Ln Other marketing expenditures stock	2,085	,001
	Ln Competitive global marketing expenditures stock	10,810	,001
	Ln Average competitors price per DDD	16,942	,001
	Ipad / Tablet (% of times used in calls)	1,740	,001
	Laptop based materials (% of times used in calls)	1,265	,001
	Printed material (% of times used in calls)	1,410	,001

	Very useful (% of calls)	1,540	,001
	Increase / Will begin to prescribe (% of calls)	3,329	,001
	Ln Avg number of products presented during the calls	1,160	,001

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged two periods	Ln Detailing flow (calls)
1	1	8,217	1,000	,00	,00	,00
	2	,392	4,578	,00	,00	,00
	3	,312	5,134	,00	,00	,00
	4	,075	10,443	,00	,00	,00
	5	,002	59,138	,00	,01	,00
	6	,001	88,507	,00	,00	,01
	7	,000	230,918	,00	,16	,00
	8	4,736E-5	416,541	,08	,81	,02
	9	2,689E-6	1748,125	,92	,03	,97
2	1	18,091	1,000	,00	,00	,00
	2	,668	5,204	,00	,00	,00
	3	,394	6,775	,00	,00	,00
	4	,364	7,054	,00	,00	,00
	5	,249	8,518	,00	,00	,00
	6	,084	14,664	,00	,00	,00
	7	,071	16,000	,00	,00	,00
	8	,041	21,013	,00	,00	,00
	9	,023	28,144	,00	,00	,00
	10	,007	51,103	,00	,00	,00
	11	,005	62,933	,00	,00	,00
	12	,002	88,961	,00	,00	,00
	13	,001	156,371	,00	,00	,00
	14	,000	210,811	,00	,01	,00
	15	,000	333,529	,00	,01	,00
	16	,000	402,191	,00	,07	,00
	17	8,429E-5	463,268	,00	,02	,00
	18	2,531E-5	845,486	,02	,85	,01
	19	1,536E-5	1085,313	,17	,03	,05
	20	2,125E-6	2917,880	,80	,03	,93

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,39	,43	,00	,00	,00
	3	,36	,52	,00	,00	,00
	4	,11	,00	,00	,00	,05
	5	,03	,00	,01	,00	,51
	6	,05	,00	,00	,00	,13
	7	,00	,03	,82	,00	,08
	8	,05	,01	,15	,00	,16
	9	,01	,00	,02	,99	,08
2	1	,00	,00	,00	,00	,00
	2	,01	,00	,00	,00	,00
	3	,25	,16	,00	,00	,00
	4	,05	,57	,00	,00	,00
	5	,19	,03	,00	,00	,00
	6	,04	,01	,00	,00	,00
	7	,01	,02	,00	,00	,00

	8	,00	,00	,00	,00	,00
	9	,00	,01	,00	,00	,00
	10	,04	,04	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,04	,00	,00	,25
	13	,08	,00	,00	,00	,04
	14	,17	,00	,03	,00	,16
	15	,01	,05	,06	,00	,00
	16	,06	,04	,00	,00	,02
	17	,00	,01	,86	,01	,35
	18	,00	,00	,01	,00	,06
	19	,07	,01	,00	,01	,10
	20	,00	,00	,03	,98	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x Ln Detailing flow	Ln Sales in DDDs lagged one period	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,00				
	5	,00				
	6	,00				
	7	,00				
	8	,02				
	9	,98				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,01	,00
	12	,00	,00	,01	,01	,00
	13	,00	,00	,00	,02	,00
	14	,00	,01	,13	,16	,02
	15	,00	,00	,54	,55	,00
	16	,00	,04	,00	,00	,45
	17	,00	,01	,09	,15	,05
	18	,01	,34	,13	,09	,08
	19	,04	,59	,09	,00	,39
	20	,95	,00	,01	,00	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average competitors price per DDD	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					

	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,35	,00	,00
	3	,00	,00	,12	,00	,00
	4	,00	,03	,02	,00	,00
	5	,00	,16	,15	,00	,00
	6	,00	,20	,01	,15	,01
	7	,00	,13	,02	,20	,01
	8	,00	,12	,00	,02	,00
	9	,01	,01	,00	,02	,59
	10	,00	,13	,00	,03	,21
	11	,07	,00	,04	,00	,03
	12	,22	,04	,01	,07	,01
	13	,01	,00	,06	,03	,01
	14	,03	,00	,00	,16	,00
	15	,26	,02	,00	,01	,00
	16	,14	,04	,03	,00	,00
	17	,03	,01	,01	,09	,04
	18	,07	,01	,01	,06	,02
	19	,14	,06	,13	,06	,05
	20	,00	,00	,03	,08	,02

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,01
	7	,00	,06
	8	,00	,37
	9	,01	,01
	10	,68	,02
	11	,02	,00
	12	,01	,01
	13	,19	,03
	14	,00	,06
	15	,01	,12
	16	,00	,00

	17	,00	,02
	18	,06	,02
	19	,01	,25
	20	,00	,02

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,979	,975	,088948508	,979	264,622
2	,993	,985	,975	,089234165	,006	,979

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,491

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,656	7	2,094	264,622	,000
	Residual	,316	40	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,454	1,771		3,645	,001		
	Ln Sales in DDDs lagged two periods	,585	,098	,665	5,942	,000	,042	23,672
	Ln Detailing flow (calls)	,063	,052	,033	1,211	,233	,697	1,434
	Ln Journal advertising flow	,005	,004	,035	1,347	,185	,792	1,262
	Ln Mailing flow	,002	,004	,011	,462	,647	,952	1,050
	Ln Detailing stock (calls)	-,011	,108	-,003	-,104	,918	,505	1,978
	Ln Average drug price per DDD	-1,471	,457	-,315	-3,220	,003	,055	18,146
	Drug age	,002	,003	,040	,596	,555	,118	8,456
2	(Constant)	5,950	5,187		1,147	,261		
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005	,017	59,036
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911	,006	176,336
	Ln Journal advertising flow	,006	,005	,045	1,368	,182	,485	2,062
	Ln Mailing flow	,005	,005	,027	1,054	,301	,782	1,278
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890	,298	3,359
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829	,001	1573,470
	Drug age	,002	,006	,040	,276	,784	,026	39,021
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168	,015	68,350
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404	,105	9,529
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567	,196	5,115
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244	,047	21,480
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992	,024	40,906
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972	,000	2135,872
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122	,400	2,499
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131	,577	1,734
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373	,374	2,673
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414	,468	2,135
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921	,171	5,832

	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785	,455	2,198

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,262	1,767	,085	,272	,023
	Ln Competitive global marketing expenditures flow	,021	,444	,659	,071	,248
	Ln Other marketing expenditures stock	-,022	-,662	,512	-,105	,480
	Ln Competitive global marketing expenditures stock	-,052	-,713	,480	-,113	,101
	Ln Average competitors price per DDD	-,032	-,338	,737	-,054	,060
	Ln Drug price x Ln Detailing flow	-,731	-,782	,439	-,124	,001
	Ipad / Tablet (% of times used in calls)	,032	1,072	,290	,169	,575
	Laptop based materials (% of times used in calls)	-,028	-1,115	,272	-,176	,830
	Printed material (% of times used in calls)	,024	,926	,360	,147	,796
	Very useful (% of calls)	-,021	-,751	,457	-,119	,654
	Increase / Will begin to prescribe (% of calls)	,001	,021	,983	,003	,303
	Ln Avg number of products presented during the calls	-,016	-,642	,525	-,102	,881

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	43,762	,023
	Ln Competitive global marketing expenditures flow	4,038	,040
	Ln Other marketing expenditures stock	2,085	,042
	Ln Competitive global marketing expenditures stock	9,932	,042
	Ln Average competitors price per DDD	16,707	,042
	Ln Drug price x Ln Detailing flow	1637,719	,001
	Ipad / Tablet (% of times used in calls)	1,740	,039
	Laptop based materials (% of times used in calls)	1,204	,042
	Printed material (% of times used in calls)	1,256	,037
	Very useful (% of calls)	1,529	,042
	Increase / Will begin to prescribe (% of calls)	3,306	,042
	Ln Avg number of products presented during the calls	1,135	,042

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged two periods	Variance Proportions Ln Detailing flow (calls)
1	1	7,241	1,000	,00	,00	,00
	2	,390	4,308	,00	,00	,00
	3	,308	4,845	,00	,00	,00

	4	,058	11,145	,00	,00	,00
	5	,001	71,751	,00	,02	,03
	6	,001	94,072	,00	,01	,97
	7	,000	216,872	,01	,15	,00
	8	3,562E-5	450,849	,98	,83	,00
2	1	18,091	1,000	,00	,00	,00
	2	,668	5,204	,00	,00	,00
	3	,394	6,775	,00	,00	,00
	4	,364	7,054	,00	,00	,00
	5	,249	8,518	,00	,00	,00
	6	,084	14,664	,00	,00	,00
	7	,071	16,000	,00	,00	,00
	8	,041	21,013	,00	,00	,00
	9	,023	28,144	,00	,00	,00
	10	,007	51,103	,00	,00	,00
	11	,005	62,933	,00	,00	,00
	12	,002	88,961	,00	,00	,00
	13	,001	156,371	,00	,00	,00
	14	,000	210,811	,00	,01	,00
	15	,000	333,529	,00	,01	,00
	16	,000	402,191	,00	,07	,00
	17	8,429E-5	463,268	,00	,02	,00
	18	2,531E-5	845,486	,02	,85	,01
	19	1,536E-5	1085,313	,17	,03	,05
	20	2,125E-6	2917,880	,80	,03	,93

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,42	,40	,00	,00	,00
	3	,32	,55	,00	,00	,00
	4	,11	,00	,00	,00	,07
	5	,00	,00	,00	,24	,73
	6	,09	,00	,02	,01	,01
	7	,00	,03	,86	,22	,08
	8	,05	,02	,12	,52	,11
2	1	,00	,00	,00	,00	,00
	2	,01	,00	,00	,00	,00
	3	,25	,16	,00	,00	,00
	4	,05	,57	,00	,00	,00
	5	,19	,03	,00	,00	,00
	6	,04	,01	,00	,00	,00
	7	,01	,02	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,01	,00	,00	,00
	10	,04	,04	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,04	,00	,00	,25
	13	,08	,00	,00	,00	,04
	14	,17	,00	,03	,00	,16
	15	,01	,05	,06	,00	,00
	16	,06	,04	,00	,00	,02
	17	,00	,01	,86	,01	,35
	18	,00	,00	,01	,00	,06
	19	,07	,01	,00	,01	,10
	20	,00	,00	,03	,98	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions

		Ln Sales in DDDs lagged one period	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,01
	10	,00	,00	,00	,00	,00
	11	,00	,00	,01	,00	,07
	12	,00	,01	,01	,00	,22
	13	,00	,00	,02	,00	,01
	14	,01	,13	,16	,02	,03
	15	,00	,54	,55	,00	,26
	16	,04	,00	,00	,45	,14
	17	,01	,09	,15	,05	,03
	18	,34	,13	,09	,08	,07
	19	,59	,09	,00	,39	,14
	20	,00	,01	,00	,00	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,35	,00	,00
	3	,00	,00	,12	,00	,00
	4	,00	,03	,02	,00	,00
	5	,00	,16	,15	,00	,00
	6	,00	,20	,01	,15	,01
	7	,00	,13	,02	,20	,01
	8	,00	,12	,00	,02	,00
	9	,00	,01	,00	,02	,59

	10	,00	,13	,00	,03	,21
	11	,00	,00	,04	,00	,03
	12	,00	,04	,01	,07	,01
	13	,00	,00	,06	,03	,01
	14	,00	,00	,00	,16	,00
	15	,00	,02	,00	,01	,00
	16	,00	,04	,03	,00	,00
	17	,00	,01	,01	,09	,04
	18	,01	,01	,01	,06	,02
	19	,04	,06	,13	,06	,05
	20	,95	,00	,03	,08	,02

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,01
	7	,00	,06
	8	,00	,37
	9	,01	,01
	10	,68	,02
	11	,02	,00
	12	,01	,01
	13	,19	,03
	14	,00	,06
	15	,01	,12
	16	,00	,00
	17	,00	,02
	18	,06	,02
	19	,01	,25
	20	,00	,02

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.
2	Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,980	,960	,954	,120549734	,960	164,877
2	,993	,985	,975	,089234165	,025	3,602

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	13	28	,002

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,376	6	2,396	164,877	,000
	Residual	,596	41	,015		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15,330	1,289		11,896	,000		
	Ln Detailing flow (calls)	,104	,070	,055	1,480	,147	,709	1,410
	Ln Journal advertising flow	,000	,005	,001	,032	,974	,832	1,201
	Ln Mailing flow	-,002	,005	-,014	-,445	,659	,983	1,017

	Ln Detailing stock (calls)	8,318E-5	,146	,000	,001	1,000	,506	1,978
	Ln Average drug price per DDD	-3,588	,387	-,769	-9,265	,000	,141	7,101
	Drug age	,010	,003	,252	3,295	,002	,166	6,037
2	(Constant)	5,950	5,187		1,147	,261		
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911	,006	176,336
	Ln Journal advertising flow	,006	,005	,045	1,368	,182	,485	2,062
	Ln Mailing flow	,005	,005	,027	1,054	,301	,782	1,278
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890	,298	3,359
	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829	,001	1573,470
	Drug age	,002	,006	,040	,276	,784	,026	39,021
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168	,015	68,350
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005	,017	59,036
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404	,105	9,529
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567	,196	5,115
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244	,047	21,480
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992	,024	40,906
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972	,000	2135,872
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122	,400	2,499
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131	,577	1,734
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373	,374	2,673
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414	,468	2,135
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921	,171	5,832
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785	,455	2,198

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,593	4,835	,000	,607	,042
	Ln Sales in DDDs lagged two periods	,665	5,942	,000	,685	,042
	Ln Competitive global marketing expenditures flow	-,046	-,757	,454	-,119	,264
	Ln Other marketing expenditures stock	-,015	-,335	,739	-,053	,480

	Ln Competitive global marketing expenditures stock	-,043	-,437	,665	-,069	,101
	Ln Average competitors price per DDD	,015	,113	,910	,018	,060
	Ln Drug price x Ln Detailing flow	-,546	-,429	,670	-,068	,001
	Ipad / Tablet (% of times used in calls)	-,018	-,440	,662	-,069	,622
	Laptop based materials (% of times used in calls)	-,016	-,465	,644	-,073	,836
	Printed material (% of times used in calls)	,072	2,322	,025	,345	,913
	Very useful (% of calls)	-,030	-,777	,442	-,122	,656
	Increase / Will begin to prescribe (% of calls)	,011	,188	,852	,030	,303
	Ln Avg number of products presented during the calls	-,026	-,774	,443	-,122	,885

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	23,972	,042
	Ln Sales in DDDs lagged two periods	23,672	,042
	Ln Competitive global marketing expenditures flow	3,792	,115
	Ln Other marketing expenditures stock	2,082	,113
	Ln Competitive global marketing expenditures stock	9,928	,097
	Ln Average competitors price per DDD	16,591	,060
	Ln Drug price x Ln Detailing flow	1635,909	,001
	Ipad / Tablet (% of times used in calls)	1,609	,134
	Laptop based materials (% of times used in calls)	1,197	,133
	Printed material (% of times used in calls)	1,096	,131
	Very useful (% of calls)	1,525	,141
	Increase / Will begin to prescribe (% of calls)	3,300	,128
	Ln Avg number of products presented during the calls	1,130	,140

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,255	1,000	,00	,00	,01
	2	,390	4,005	,00	,00	,43
	3	,295	4,604	,00	,00	,36
	4	,058	10,389	,00	,00	,11
	5	,001	75,720	,01	,34	,01
	6	,001	95,905	,06	,66	,08
	7	,000	249,277	,93	,01	,01
2	1	18,091	1,000	,00	,00	,00
	2	,668	5,204	,00	,00	,01
	3	,394	6,775	,00	,00	,25
	4	,364	7,054	,00	,00	,05
	5	,249	8,518	,00	,00	,19
	6	,084	14,664	,00	,00	,04
	7	,071	16,000	,00	,00	,01
	8	,041	21,013	,00	,00	,00
	9	,023	28,144	,00	,00	,00
	10	,007	51,103	,00	,00	,04
	11	,005	62,933	,00	,00	,00

	12	,002	88,961	,00	,00	,01
	13	,001	156,371	,00	,00	,08
	14	,000	210,811	,00	,00	,17
	15	,000	333,529	,00	,00	,01
	16	,000	402,191	,00	,00	,06
	17	8,429E-5	463,268	,00	,00	,00
	18	2,531E-5	845,486	,02	,01	,00
	19	1,536E-5	1085,313	,17	,05	,07
	20	2,125E-6	2917,880	,80	,93	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged one period
1	1	,01	,00	,00	,00	
	2	,43	,00	,00	,00	
	3	,55	,00	,00	,00	
	4	,00	,00	,01	,10	
	5	,00	,01	,82	,64	
	6	,00	,07	,15	,19	
	7	,01	,92	,02	,07	
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,16	,00	,00	,00	,00
	4	,57	,00	,00	,00	,00
	5	,03	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,01	,00	,00	,00	,00
	10	,04	,00	,00	,00	,00
	11	,00	,00	,00	,01	,00
	12	,04	,00	,00	,25	,00
	13	,00	,00	,00	,04	,00
	14	,00	,03	,00	,16	,01
	15	,05	,06	,00	,00	,00
	16	,04	,00	,00	,02	,04
	17	,01	,86	,01	,35	,01
	18	,00	,01	,00	,06	,34
	19	,01	,00	,01	,10	,59
	20	,00	,03	,98	,00	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00

	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,00	,00	,00	,00
	9	,00	,00	,00	,00
	10	,00	,00	,00	,00
	11	,00	,00	,01	,00
	12	,00	,01	,01	,00
	13	,00	,00	,02	,00
	14	,01	,13	,16	,02
	15	,01	,54	,55	,00
	16	,07	,00	,00	,45
	17	,02	,09	,15	,05
	18	,85	,13	,09	,08
	19	,03	,09	,00	,39
	20	,03	,01	,00	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,02	,35
	3	,00	,00	,00	,12
	4	,00	,00	,03	,02
	5	,00	,00	,16	,15
	6	,00	,00	,20	,01
	7	,00	,00	,13	,02
	8	,00	,00	,12	,00
	9	,01	,00	,01	,00
	10	,00	,00	,13	,00
	11	,07	,00	,00	,04
	12	,22	,00	,04	,01
	13	,01	,00	,00	,06
	14	,03	,00	,00	,00
	15	,26	,00	,02	,00
	16	,14	,00	,04	,03
	17	,03	,00	,01	,01
	18	,07	,01	,01	,01
	19	,14	,04	,06	,13
	20	,00	,95	,00	,03

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				

	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,15	,01	,00	,01
	7	,20	,01	,00	,06
	8	,02	,00	,00	,37
	9	,02	,59	,01	,01
	10	,03	,21	,68	,02
	11	,00	,03	,02	,00
	12	,07	,01	,01	,01
	13	,03	,01	,19	,03
	14	,16	,00	,00	,06
	15	,01	,00	,01	,12
	16	,00	,00	,00	,00
	17	,09	,04	,00	,02
	18	,06	,02	,06	,02
	19	,06	,05	,01	,25
	20	,08	,02	,00	,02

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,979	,975	,088948508	,979	264,622
2	,993	,985	,975	,089234165	,006	,979

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,491

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,656	7	2,094	264,622	,000
	Residual	,316	40	,008		
	Total	14,972	47			
2	Regression	14,749	19	,776	97,487	,000
	Residual	,223	28	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,454	1,771		3,645	,001		
	Ln Sales in DDDs lagged two periods	,585	,098	,665	5,942	,000	,042	23,672
	Ln Detailing flow (calls)	,063	,052	,033	1,211	,233	,697	1,434
	Ln Journal advertising flow	,005	,004	,035	1,347	,185	,792	1,262
	Ln Mailing flow	,002	,004	,011	,462	,647	,952	1,050
	Ln Detailing stock (calls)	-,011	,108	-,003	-,104	,918	,505	1,978
	Ln Average drug price per DDD	-1,471	,457	-,315	-3,220	,003	,055	18,146
	Drug age	,002	,003	,040	,596	,555	,118	8,456
2	(Constant)	5,950	5,187		1,147	,261		
	Ln Sales in DDDs lagged two periods	,477	,156	,542	3,057	,005	,017	59,036
	Ln Detailing flow (calls)	-,065	,579	-,035	-,113	,911	,006	176,336
	Ln Journal advertising flow	,006	,005	,045	1,368	,182	,485	2,062
	Ln Mailing flow	,005	,005	,027	1,054	,301	,782	1,278
	Ln Detailing stock (calls)	,020	,141	,006	,140	,890	,298	3,359

	Ln Average drug price per DDD	-,933	4,267	-,200	-,219	,829	,001	1573,470
	Drug age	,002	,006	,040	,276	,784	,026	39,021
	Ln Sales in DDDs lagged one period	,253	,179	,270	1,415	,168	,015	68,350
	Ln Competitive global marketing expenditures flow	,061	,072	,060	,847	,404	,105	9,529
	Ln Other marketing expenditures stock	-,040	,069	-,030	-,580	,567	,196	5,115
	Ln Competitive global marketing expenditures stock	-,126	,106	-,127	-1,191	,244	,047	21,480
	Ln Average competitors price per DDD	,002	,225	,002	,010	,992	,024	40,906
	Ln Drug price x Ln Detailing flow	,019	,532	,038	,036	,972	,000	2135,872
	Ipad / Tablet (% of times used in calls)	,713	,447	,058	1,595	,122	,400	2,499
	Laptop based materials (% of times used in calls)	-,833	,536	-,047	-1,555	,131	,577	1,734
	Printed material (% of times used in calls)	,126	,139	,034	,906	,373	,374	2,673
	Very useful (% of calls)	-,189	,228	-,028	-,829	,414	,468	2,135
	Increase / Will begin to prescribe (% of calls)	-,027	,273	-,006	-,100	,921	,171	5,832
	Ln Avg number of products presented during the calls	-,075	,271	-,009	-,276	,785	,455	2,198

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,262	1,767	,085	,272	,023
	Ln Competitive global marketing expenditures flow	,021	,444	,659	,071	,248
	Ln Other marketing expenditures stock	-,022	-,662	,512	-,105	,480
	Ln Competitive global marketing expenditures stock	-,052	-,713	,480	-,113	,101
	Ln Average competitors price per DDD	-,032	-,338	,737	-,054	,060
	Ln Drug price x Ln Detailing flow	-,731	-,782	,439	-,124	,001
	Ipad / Tablet (% of times used in calls)	,032	1,072	,290	,169	,575
	Laptop based materials (% of times used in calls)	-,028	-1,115	,272	-,176	,830
	Printed material (% of times used in calls)	,024	,926	,360	,147	,796
	Very useful (% of calls)	-,021	-,751	,457	-,119	,654
	Increase / Will begin to prescribe (% of calls)	,001	,021	,983	,003	,303
	Ln Avg number of products presented during the calls	-,016	-,642	,525	-,102	,881

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	43,762	,023
	Ln Competitive global marketing expenditures flow	4,038	,040
	Ln Other marketing expenditures stock	2,085	,042
	Ln Competitive global marketing expenditures stock	9,932	,042
	Ln Average competitors price per DDD	16,707	,042
	Ln Drug price x Ln Detailing flow	1637,719	,001
	Ipad / Tablet (% of times used in calls)	1,740	,039
	Laptop based materials (% of times used in calls)	1,204	,042
	Printed material (% of times used in calls)	1,256	,037
	Very useful (% of calls)	1,529	,042
	Increase / Will begin to prescribe (% of calls)	3,306	,042
	Ln Avg number of products presented during the calls	1,135	,042

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged two periods	Ln Detailing flow (calls)
1	1	7,241	1,000	,00	,00	,00
	2	,390	4,308	,00	,00	,00
	3	,308	4,845	,00	,00	,00
	4	,058	11,145	,00	,00	,00
	5	,001	71,751	,00	,02	,03
	6	,001	94,072	,00	,01	,97
	7	,000	216,872	,01	,15	,00
	8	3,562E-5	450,849	,98	,83	,00
2	1	18,091	1,000	,00	,00	,00
	2	,668	5,204	,00	,00	,00
	3	,394	6,775	,00	,00	,00
	4	,364	7,054	,00	,00	,00
	5	,249	8,518	,00	,00	,00
	6	,084	14,664	,00	,00	,00
	7	,071	16,000	,00	,00	,00
	8	,041	21,013	,00	,00	,00
	9	,023	28,144	,00	,00	,00
	10	,007	51,103	,00	,00	,00
	11	,005	62,933	,00	,00	,00
	12	,002	88,961	,00	,00	,00
	13	,001	156,371	,00	,00	,00
	14	,000	210,811	,00	,01	,00
	15	,000	333,529	,00	,01	,00
	16	,000	402,191	,00	,07	,00
	17	8,429E-5	463,268	,00	,02	,00
	18	2,531E-5	845,486	,02	,85	,01
	19	1,536E-5	1085,313	,17	,03	,05
	20	2,125E-6	2917,880	,80	,03	,93

Collinearity Diagnostics

Model	Dimension	Variance Proportions				
		Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,42	,40	,00	,00	,00

	3	,32	,55	,00	,00	,00
	4	,11	,00	,00	,00	,07
	5	,00	,00	,00	,24	,73
	6	,09	,00	,02	,01	,01
	7	,00	,03	,86	,22	,08
	8	,05	,02	,12	,52	,11
2	1	,00	,00	,00	,00	,00
	2	,01	,00	,00	,00	,00
	3	,25	,16	,00	,00	,00
	4	,05	,57	,00	,00	,00
	5	,19	,03	,00	,00	,00
	6	,04	,01	,00	,00	,00
	7	,01	,02	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,01	,00	,00	,00
	10	,04	,04	,00	,00	,00
	11	,00	,00	,00	,00	,01
	12	,01	,04	,00	,00	,25
	13	,08	,00	,00	,00	,04
	14	,17	,00	,03	,00	,16
	15	,01	,05	,06	,00	,00
	16	,06	,04	,00	,00	,02
	17	,00	,01	,86	,01	,35
	18	,00	,00	,01	,00	,06
	19	,07	,01	,00	,01	,10
	20	,00	,00	,03	,98	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged one period	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,01
	10	,00	,00	,00	,00	,00
	11	,00	,00	,01	,00	,07
	12	,00	,01	,01	,00	,22
	13	,00	,00	,02	,00	,01
	14	,01	,13	,16	,02	,03
	15	,00	,54	,55	,00	,26
	16	,04	,00	,00	,45	,14
	17	,01	,09	,15	,05	,03

	18	,34	,13	,09	,08	,07
	19	,59	,09	,00	,39	,14
	20	,00	,01	,00	,00	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,35	,00	,00
	3	,00	,00	,12	,00	,00
	4	,00	,03	,02	,00	,00
	5	,00	,16	,15	,00	,00
	6	,00	,20	,01	,15	,01
	7	,00	,13	,02	,20	,01
	8	,00	,12	,00	,02	,00
	9	,00	,01	,00	,02	,59
	10	,00	,13	,00	,03	,21
	11	,00	,00	,04	,00	,03
	12	,00	,04	,01	,07	,01
	13	,00	,00	,06	,03	,01
	14	,00	,00	,00	,16	,00
	15	,00	,02	,00	,01	,00
	16	,00	,04	,03	,00	,00
	17	,00	,01	,01	,09	,04
	18	,01	,01	,01	,06	,02
	19	,04	,06	,13	,06	,05
	20	,95	,00	,03	,08	,02

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,01

	7	,00	,06
	8	,00	,37
	9	,01	,01
	10	,68	,02
	11	,02	,00
	12	,01	,01
	13	,19	,03
	14	,00	,06
	15	,01	,12
	16	,00	,00
	17	,00	,02
	18	,06	,02
	19	,01	,25
	20	,00	,02

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,979	,975	,088948508

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,656	7	2,094	264,622	,000
	Residual	,316	40	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,454	1,771		3,645
	Ln Sales in DDDs lagged two periods	,585	,098	,665	5,942
	Ln Detailing flow (calls)	,063	,052	,033	1,211
	Ln Journal advertising flow	,005	,004	,035	1,347
	Ln Mailing flow	,002	,004	,011	,462
	Ln Detailing stock (calls)	-,011	,108	-,003	-,104
	Ln Detailing stock (calls)	-1,471	,457	-,315	-3,220
	Drug age	,002	,003	,040	,596

Coefficients

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,001		
	Ln Sales in DDDs lagged two periods	,000	,042	23,672
	Ln Detailing flow (calls)	,233	,697	1,434
	Ln Journal advertising flow	,185	,792	1,262
	Ln Mailing flow	,647	,952	1,050
	Ln Detailing stock (calls)	,918	,505	1,978
	Ln Detailing stock (calls)	,003	,055	18,146
	Drug age	,555	,118	8,456

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged two periods	Ln Detailing flow (calls)
1	1	7,241	1,000	,00	,00	,00
	2	,390	4,308	,00	,00	,00
	3	,308	4,845	,00	,00	,00
	4	,058	11,145	,00	,00	,00
	5	,001	71,751	,00	,02	,03
	6	,001	94,072	,00	,01	,97
	7	,000	216,872	,01	,15	,00
	8	3,562E-5	450,849	,98	,83	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions				
		Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,42	,40	,00	,00	,00
	3	,32	,55	,00	,00	,00
	4	,11	,00	,00	,00	,07
	5	,00	,00	,00	,24	,73
	6	,09	,00	,02	,01	,01
	7	,00	,03	,86	,22	,08
	8	,05	,02	,12	,52	,11

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,979	,975	,088948508

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,656	7	2,094	264,622	,000
	Residual	,316	40	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,454	1,771		3,645
	Ln Sales in DDDs lagged two periods	,585	,098	,665	5,942
	Ln Detailing flow (calls)	,063	,052	,033	1,211
	Ln Journal advertising flow	,005	,004	,035	1,347
	Ln Mailing flow	,002	,004	,011	,462
	Ln Detailing stock (calls)	-,011	,108	-,003	-,104
	Ln Average drug price per DDD	-1,471	,457	-,315	-3,220
	Drug age	,002	,003	,040	,596

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged two periods	,000
	Ln Detailing flow (calls)	,233
	Ln Journal advertising flow	,185
	Ln Mailing flow	,647
	Ln Detailing stock (calls)	,918
	Ln Average drug price per DDD	,003
	Drug age	,555

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,61995888	13,56694603	12,93826560	,558408024	48
Residual	-,183891356	,177531064	,000000000	,082057775	48
Std. Predicted Value	-2,361	1,126	,000	1,000	48
Std. Residual	-2,067	1,996	,000	,923	48

```
COMPUTE sq_residuals_bl2=residuals_bl2 ** 2.
EXECUTE.
EXAMINE VARIABLES=residuals_bl2
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
```

```
/STATISTICS DESCRIPTIVES
/CINTERVAL 95
/MISSING LISTWISE
/NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals BL2	48	100,0%	0	0,0%	48	100,0%

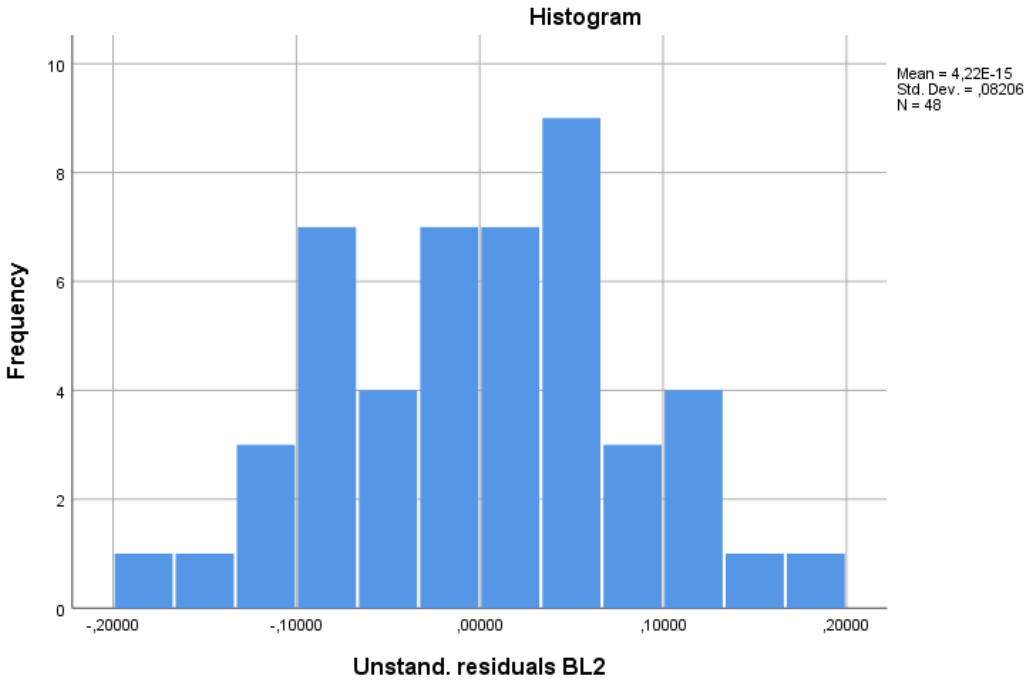
Descriptives

			Statistic	Std. Error
Unstand. residuals BL2	Mean		,0000000	,01184402
	95% Confidence Interval for Mean	Lower Bound	-,0238271	
		Upper Bound	,0238271	
	5% Trimmed Mean		,0002112	
	Median		,0054078	
	Variance		,007	
	Std. Deviation		,08205777	
	Minimum		-,18389	
	Maximum		,17753	
	Range		,36142	
	Interquartile Range		,12541	
	Skewness		-,063	,343
	Kurtosis		-,487	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals BL2	,071	48	,200	,990	48	,955

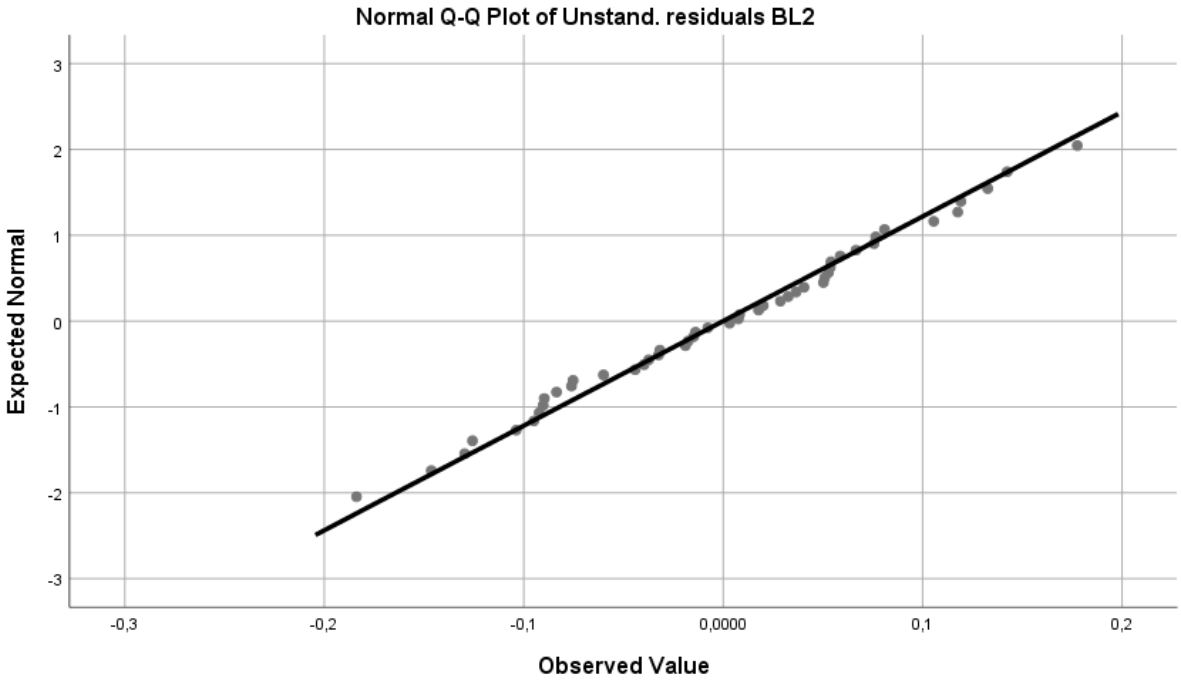
Unstand. residuals BL2

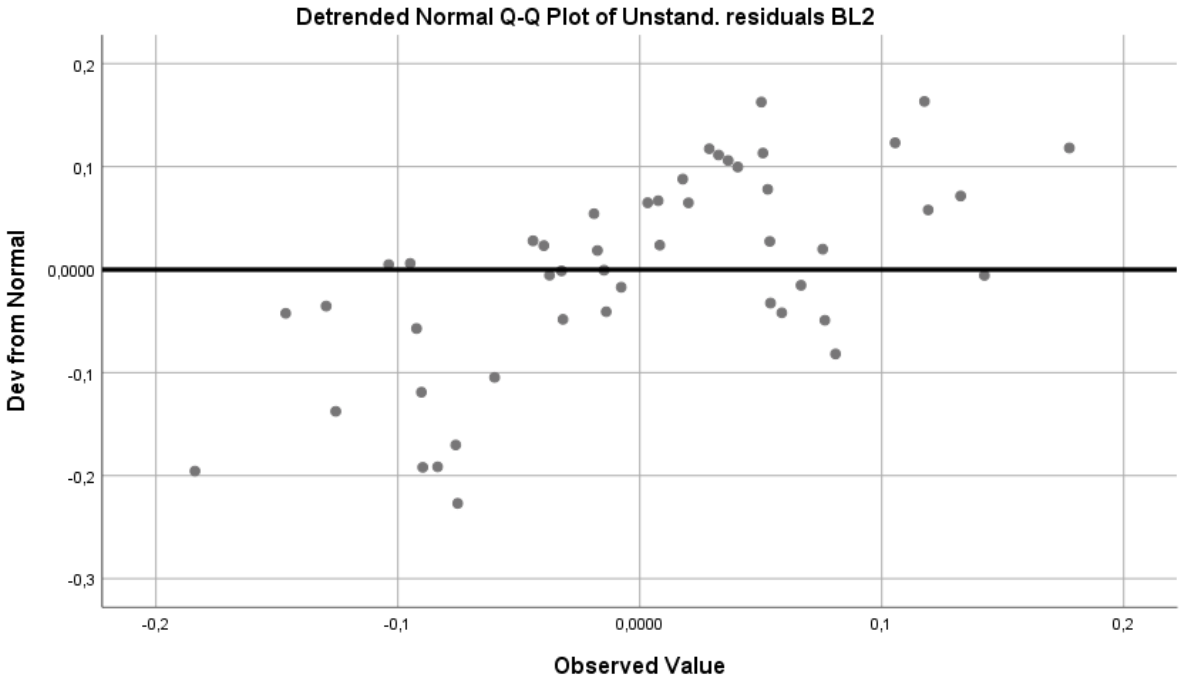


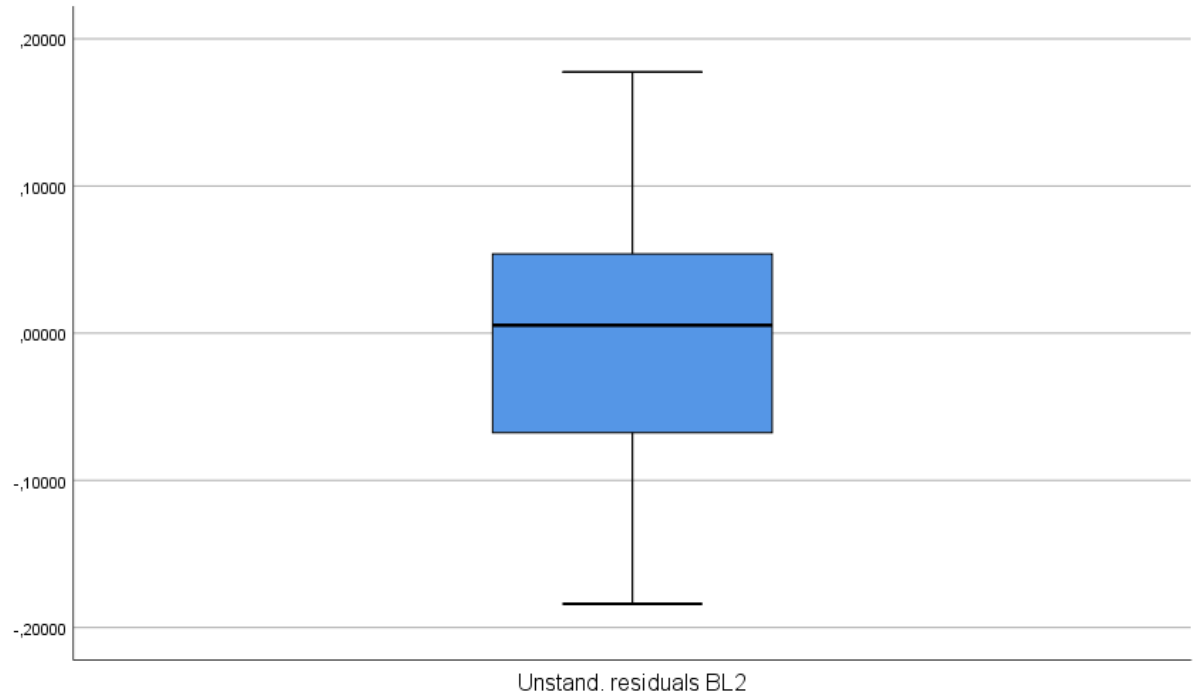
Unstand. residuals BL2 Stem-and-Leaf Plot

Frequency	Stem & Leaf
1,00	-1 . 8
4,00	-1 . 0224
8,00	-0 . 67788999
10,00	-0 . 0111133334
9,00	0 . 000122334
10,00	0 . 5555556778
5,00	1 . 01134
1,00	1 . 7

Stem width: ,10000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals BL2
Expected Normal
3
2
1
0
-1
-2
-3
-0,3
-0,2
-0,1
0,0000
0,1
0,2
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals BL2
Dev from Normal
0,2
0,1
0,0000
-0,1
-0,2
-0,3
-0,2
-0,1
0,0000
0,1
0,2
Observed Value




```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_bl2
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,491	,241	,108	,00755

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	7	,000	1,814	,111
	Residual	,002	40	,000		
	Total	,003	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,044	,150		-,293
	Ln Sales in DDDs lagged two periods	,001	,008	,053	,079
	Ln Detailing flow (calls)	,010	,004	,374	2,270
	Ln Journal advertising flow	-,001	,000	-,339	-2,191
	Ln Mailing flow	,000	,000	,138	,977
	Ln Detailing stock (calls)	-,009	,009	-,192	-,993
	Ln Average drug price per DDD	,029	,039	,433	,739
	Drug age	,000	,000	,459	1,145

Coefficients

Model		Sig.
1	(Constant)	,771
	Ln Sales in DDDs lagged two periods	,937
	Ln Detailing flow (calls)	,029
	Ln Journal advertising flow	,034
	Ln Mailing flow	,334
	Ln Detailing stock (calls)	,326
	Ln Average drug price per DDD	,464
	Drug age	,259

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,0000	,0165	,0066	,00392	48
Residual	-,00922	,02774	,00000	,00696	48
Std. Predicted Value	-1,692	2,536	,000	1,000	48
Std. Residual	-1,221	3,674	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,979	,975	,088948508

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,656	7	2,094	264,622	,000
	Residual	,316	40	,008		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,454	1,771		3,645
	Ln Sales in DDDs lagged two periods	,585	,098	,665	5,942
	Ln Detailing flow (calls)	,063	,052	,033	1,211
	Ln Journal advertising flow	,005	,004	,035	1,347
	Ln Mailing flow	,002	,004	,011	,462
	Ln Detailing stock (calls)	-,011	,108	-,003	-,104
	Ln Average drug price per DDD	-1,471	,457	-,315	-3,220
	Drug age	,002	,003	,040	,596

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged two periods	,000
	Ln Detailing flow (calls)	,233
	Ln Journal advertising flow	,185
	Ln Mailing flow	,647
	Ln Detailing stock (calls)	,918
	Ln Average drug price per DDD	,003
	Drug age	,555

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,61995888	13,56694603	12,93826560	,558408024	48
Residual	-,183891356	,177531064	,000000000	,082057775	48
Std. Predicted Value	-2,361	1,126	,000	1,000	48
Std. Residual	-2,067	1,996	,000	,923	48

```
COMPUTE sq_unst_pred_bl2=unstand_predi_bl2 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_bl2=unstand_predi_bl2 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
    sq_unst_pred_bl2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Squared unstand. predicted values for BL2, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990	,981	,977	,086204867

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,682	8	1,835	246,966	,000
	Residual	,290	39	,007		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,362	1,990		4,202
	Ln Sales in DDDs lagged two periods	2,536	1,035	2,883	2,451
	Ln Detailing flow (calls)	,289	,130	,153	2,231
	Ln Journal advertising flow	,022	,010	,159	2,265
	Ln Mailing flow	,008	,005	,046	1,572
	Ln Detailing stock (calls)	-,093	,113	-,028	-,823
	Ln Average drug price per DDD	-6,598	2,743	-1,414	-2,405
	Drug age	,014	,007	,348	1,987
	Squared unstand. predicted values for BL2	-,140	,074	-3,517	-1,894

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged two periods	,019
	Ln Detailing flow (calls)	,031
	Ln Journal advertising flow	,029
	Ln Mailing flow	,124
	Ln Detailing stock (calls)	,416
	Ln Average drug price per DDD	,021
	Drug age	,054
	Squared unstand. predicted values for BL2	,066

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age
    cub_unst_pred_bl2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for BL2, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990	,981	,977	,086050532

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,683	8	1,835	247,870	,000
	Residual	,289	39	,007		
	Total	14,972	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4,306	2,042		2,109
	Ln Sales in DDDs lagged two periods	1,529	,498	1,739	3,073
	Ln Detailing flow (calls)	,181	,079	,096	2,288
	Ln Journal advertising flow	,014	,006	,100	2,383
	Ln Mailing flow	,005	,004	,028	1,139
	Ln Detailing stock (calls)	-,074	,109	-,022	-,677
	Ln Average drug price per DDD	-4,067	1,413	-,872	-2,878
	Drug age	,011	,006	,284	2,002
	Cubed unstand. predicted values for BL2	-,004	,002	-1,819	-1,934

Coefficients

Model		Sig.
1	(Constant)	,041
	Ln Sales in DDDs lagged two periods	,004
	Ln Detailing flow (calls)	,028
	Ln Journal advertising flow	,022
	Ln Mailing flow	,262
	Ln Detailing stock (calls)	,502
	Ln Average drug price per DDD	,006
	Drug age	,052
	Cubed unstand. predicted values for BL2	,060

Period 1

```
USE ALL.
COMPUTE filter_$=(product=12 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=12 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990	,980	,967	,077094904

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,184	7	,455	76,517	,000
	Residual	,065	11	,006		
	Total	3,249	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	5,941	3,218		1,846
	Ln Sales in DDDs lagged two periods	,485	,189	,553	2,563
	Ln Detailing flow (calls)	-,073	,090	-,051	-,814
	Ln Journal advertising flow	,011	,007	,088	1,656
	Ln Mailing flow	,006	,006	,047	,906
	Ln Detailing stock (calls)	,028	,232	,006	,119
	Ln Average drug price per DDD	-,422	,566	-,093	-,746
	Drug age	,029	,018	,384	1,643

Coefficients

Model		Sig.
1	(Constant)	,092
	Ln Sales in DDDs lagged two periods	,026
	Ln Detailing flow (calls)	,433
	Ln Journal advertising flow	,126
	Ln Mailing flow	,384
	Ln Detailing stock (calls)	,907
	Ln Average drug price per DDD	,471
	Drug age	,129

Period 2

```
USE ALL.
COMPUTE filter_$=(product=12 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=12 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,904	,817	,756	,090947756

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,774	7	,111	13,369	,000
	Residual	,174	21	,008		
	Total	,948	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,265	3,839		3,195
	Ln Sales in DDDs lagged two periods	,136	,236	,157	,577
	Ln Detailing flow (calls)	,080	,078	,111	1,031
	Ln Journal advertising flow	,002	,005	,056	,524
	Ln Mailing flow	-,001	,006	-,011	-,111
	Ln Detailing stock (calls)	,013	,182	,008	,069
	Ln Average drug price per DDD	-2,093	1,453	-,387	-1,440
	Drug age	,008	,005	,376	1,693

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Sales in DDDs lagged two periods	,570
	Ln Detailing flow (calls)	,314
	Ln Journal advertising flow	,605
	Ln Mailing flow	,913
	Ln Detailing stock (calls)	,946
	Ln Average drug price per DDD	,164
	Drug age	,105

12.3. Product BL3

```
USE ALL.
COMPUTE filter_$=(product=13).
VARIABLE LABELS filter_$ 'product=13 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.


REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,999	,997	,975	,321095594	,997	44,651

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	2	,022

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	30,029	12,306		2,440
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152
	Ln Detailing flow (calls)	,684	,659	,104	1,037
	Ln Journal advertising flow	,107	,042	,233	2,576
	Ln Mailing flow	,002	,077	,003	,021
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350
	Ln Other marketing expenditures stock	,936	,435	,455	2,149
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272
	Drug age	,212	,096	,561	2,210
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095
	Printed material (% of times used in calls)	,563	2,241	,026	,251
	Very useful (% of calls)	3,817	2,185	,187	1,747
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174

Coefficients

Model		Sig.
1	(Constant)	,135
	Ln Sales in DDDs lagged one period	,164
	Ln Detailing flow (calls)	,409
	Ln Journal advertising flow	,123
	Ln Mailing flow	,985
	Ln Competitive global marketing expenditures flow	,277
	Ln Detailing stock (calls)	,310
	Ln Other marketing expenditures stock	,165
	Ln Average drug price per DDD	,051
	Drug age	,158
	Ipad / Tablet (% of times used in calls)	,686
	Laptop based materials (% of times used in calls)	,388
	Printed material (% of times used in calls)	,825
	Very useful (% of calls)	,223
	Increase / Will begin to prescribe (% of calls)	,405
	Ln Avg number of products presented during the calls	,878

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Very useful (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.	Enter
2	Ln Avg number of products presented during the calls	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,998	,997	,983	,264156976	,997	70,684
2	,999	,997	,975	,321095594	,000	,030

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	3	,002
2	1	2	,878

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,052	14	4,932	70,684	,002
	Residual	,209	3	,070		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,615	7,613		3,759	,033
	Ln Sales in DDDs lagged one period	,276	,105	,453	2,622	,079
	Ln Detailing flow (calls)	,724	,508	,110	1,427	,249
	Ln Journal advertising flow	,108	,034	,235	3,187	,050
	Ln Mailing flow	,002	,064	,003	,031	,977
	Ln Competitive global marketing expenditures flow	-1,227	,573	-,129	-2,139	,122
	Ln Detailing stock (calls)	-1,919	1,109	-,536	-1,731	,182
	Ln Other marketing expenditures stock	,958	,342	,466	2,799	,068
	Ln Average drug price per DDD	-15,073	2,900	-,443	-5,198	,014
	Drug age	,216	,077	,572	2,826	,066
	Ipad / Tablet (% of times used in calls)	-1,669	2,682	-,046	-,622	,578
	Laptop based materials (% of times used in calls)	-8,897	5,615	-,121	-1,585	,211
	Printed material (% of times used in calls)	,671	1,772	,031	,379	,730
	Very useful (% of calls)	3,783	1,791	,185	2,113	,125
	Increase / Will begin to prescribe (% of calls)	-2,520	1,724	-,117	-1,462	,240
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Avg number of products presented during the calls	,013	,174	,878	,122

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Avg number of products presented during the calls	,266

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop very_useful incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Very useful (% of calls), Ln Journal advertising flow, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Printed material (% of times used in calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,998	,997	,987	,234175086	,997	96,847
2	,999	,997	,975	,321095594	,000	,064

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	13	4	,000
2	2	2	,940

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,042	13	5,311	96,847	,000
	Residual	,219	4	,055		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,538	6,746		4,230	,013
	Ln Sales in DDDs lagged one period	,278	,093	,456	2,979	,041
	Ln Detailing flow (calls)	,700	,446	,107	1,567	,192
	Ln Journal advertising flow	,106	,029	,230	3,579	,023
	Ln Mailing flow	-,007	,052	-,011	-,137	,897
	Ln Competitive global marketing expenditures flow	-1,157	,482	-,122	-2,403	,074
	Ln Detailing stock (calls)	-1,955	,979	-,546	-1,997	,117
	Ln Other marketing expenditures stock	,958	,303	,466	3,156	,034
	Ln Average drug price per DDD	-14,731	2,443	-,433	-6,030	,004
	Drug age	,212	,067	,561	3,159	,034
	Ipad / Tablet (% of times used in calls)	-2,048	2,206	-,056	-,928	,406
	Laptop based materials (% of times used in calls)	-10,070	4,154	-,137	-2,424	,072
	Very useful (% of calls)	3,603	1,531	,177	2,354	,078
	Increase / Will begin to prescribe (% of calls)	-2,372	1,488	-,111	-1,593	,186
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Printed material (% of times used in calls)	,031	,379	,730	,214
	Ln Avg number of products presented during the calls	,018	,306	,780	,174

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Printed material (% of times used in calls)	,150
	Ln Avg number of products presented during the calls	,288

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age laptop very_useful incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Average drug price per DDD, Very useful (% of calls), Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,998	,996	,987	,230920556	,996	107,822
2	,999	,997	,975	,321095594	,001	,195

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	12	5	,000
2	3	2	,892

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,994	12	5,750	107,822	,000
	Residual	,267	5	,053		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,710	6,650		4,317	,008
	Ln Sales in DDDs lagged one period	,253	,088	,415	2,872	,035
	Ln Detailing flow (calls)	,419	,323	,064	1,294	,252
	Ln Journal advertising flow	,093	,026	,202	3,601	,016
	Ln Mailing flow	,011	,047	,018	,242	,818
	Ln Competitive global marketing expenditures flow	-1,160	,475	-,122	-2,443	,058
	Ln Detailing stock (calls)	-1,834	,957	-,512	-1,916	,113
	Ln Other marketing expenditures stock	,945	,299	,460	3,162	,025
	Ln Average drug price per DDD	-14,301	2,365	-,421	-6,046	,002
	Drug age	,226	,065	,599	3,505	,017
	Laptop based materials (% of times used in calls)	-8,339	3,661	-,114	-2,278	,072
	Very useful (% of calls)	3,413	1,496	,167	2,282	,071
	Increase / Will begin to prescribe (% of calls)	-2,101	1,439	-,098	-1,460	,204
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,056	-,928	,406	-,421
	Printed material (% of times used in calls)	,050	,716	,514	,337
	Ln Avg number of products presented during the calls	,031	,578	,594	,278

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,219
	Printed material (% of times used in calls)	,174
	Ln Avg number of products presented during the calls	,317

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age laptop very_useful
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Very useful (% of calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Average drug price per DDD, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,997	,995	,984	,251755399	,995	98,798
2	,999	,997	,975	,321095594	,003	,422

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	11	6	,000
2	4	2	,790

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,881	11	6,262	98,798	,000
	Residual	,380	6	,063		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,842	6,863		4,640	,004
	Ln Sales in DDDs lagged one period	,275	,095	,451	2,901	,027
	Ln Detailing flow (calls)	,293	,340	,045	,861	,422
	Ln Journal advertising flow	,090	,028	,197	3,221	,018
	Ln Mailing flow	-,028	,042	-,045	-,661	,533
	Ln Competitive global marketing expenditures flow	-1,124	,517	-,118	-2,174	,073
	Ln Detailing stock (calls)	-2,333	,975	-,651	-2,394	,054
	Ln Other marketing expenditures stock	1,051	,316	,512	3,327	,016
	Ln Average drug price per DDD	-15,142	2,501	-,445	-6,055	,001
	Drug age	,234	,070	,618	3,331	,016
	Laptop based materials (% of times used in calls)	-9,519	3,893	-,130	-2,445	,050
	Very useful (% of calls)	1,795	1,096	,088	1,639	,152
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,037	-,550	,606	-,239
	Printed material (% of times used in calls)	,020	,260	,805	,116
	Increase / Will begin to prescribe (% of calls)	-,098	-1,460	,204	-,547
	Ln Avg number of products presented during the calls	,047	,882	,418	,367

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,227
	Printed material (% of times used in calls)	,189
	Increase / Will begin to prescribe (% of calls)	,171
	Ln Avg number of products presented during the calls	,340

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age laptop
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Journal advertising flow, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Very useful (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,996	,992	,981	,280426471	,992	87,375
2	,999	,997	,975	,321095594	,005	,668

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	7	,000
2	5	2	,691

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,711	10	6,871	87,375	,000
	Residual	,550	7	,079		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33,730	7,536		4,476	,003
	Ln Sales in DDDs lagged one period	,289	,105	,475	2,756	,028
	Ln Detailing flow (calls)	,245	,377	,037	,650	,536
	Ln Journal advertising flow	,071	,028	,155	2,506	,041
	Ln Mailing flow	-,046	,046	-,073	-1,002	,350
	Ln Competitive global marketing expenditures flow	-,859	,547	-,090	-1,570	,160
	Ln Detailing stock (calls)	-2,586	1,072	-,722	-2,412	,047
	Ln Other marketing expenditures stock	1,020	,351	,497	2,904	,023
	Ln Average drug price per DDD	-15,957	2,730	-,469	-5,845	,001
	Drug age	,210	,077	,556	2,749	,029
	Laptop based materials (% of times used in calls)	-8,073	4,223	-,110	-1,912	,098
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388

	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,039	-,523	,620	-,209
	Printed material (% of times used in calls)	,005	,062	,952	,025
	Very useful (% of calls)	,088	1,639	,152	,556
	Increase / Will begin to prescribe (% of calls)	,015	,263	,802	,107
	Ln Avg number of products presented during the calls	-,002	-,028	,979	-,011

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,228
	Printed material (% of times used in calls)	,192
	Very useful (% of calls)	,318
	Increase / Will begin to prescribe (% of calls)	,379
	Ln Avg number of products presented during the calls	,451

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    laptop
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)	.
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,995	,989	,977	,305015889	,989	81,829
2	,999	,997	,975	,321095594	,008	,870

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	8	,000
2	6	2	,622

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,517	9	7,613	81,829	,000
	Residual	,744	8	,093		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,312	6,385		4,121	,003
	Ln Sales in DDDs lagged one period	,265	,113	,435	2,348	,047
	Ln Detailing flow (calls)	-,055	,354	-,008	-,156	,880
	Ln Journal advertising flow	,061	,030	,134	2,041	,076
	Ln Mailing flow	-,047	,050	-,075	-,938	,376
	Ln Detailing stock (calls)	-3,226	1,078	-,900	-2,993	,017
	Ln Other marketing expenditures stock	1,259	,345	,613	3,654	,006
	Ln Average drug price per DDD	-17,192	2,844	-,506	-6,046	,000
	Drug age	,271	,072	,718	3,787	,005
	Laptop based materials (% of times used in calls)	-9,006	4,548	-,123	-1,980	,083
2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165

	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,090	-1,570	,160	-,510
	Ipad / Tablet (% of times used in calls)	-,040	-,499	,633	-,185
	Printed material (% of times used in calls)	-,024	-,278	,789	-,105
	Very useful (% of calls)	,051	,815	,442	,294
	Increase / Will begin to prescribe (% of calls)	-,002	-,036	,972	-,014
	Ln Avg number of products presented during the calls	-,036	-,757	,474	-,275

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,344
	Ipad / Tablet (% of times used in calls)	,228
	Printed material (% of times used in calls)	,205
	Very useful (% of calls)	,352
	Increase / Will begin to prescribe (% of calls)	,396
	Ln Avg number of products presented during the calls	,620

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Very useful (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,984	,970	,351048583	,984	69,128
2	,999	,997	,975	,321095594	,013	1,251

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	9	,000
2	7	2	,513

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,152	8	8,519	69,128	,000
	Residual	1,109	9	,123		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,365	7,323		3,737	,005
	Ln Sales in DDDs lagged one period	,240	,129	,394	1,859	,096
	Ln Detailing flow (calls)	-,369	,364	-,056	-1,014	,337
	Ln Journal advertising flow	,028	,029	,062	,986	,350
	Ln Mailing flow	-,015	,054	-,025	-,284	,783
	Ln Detailing stock (calls)	-2,481	1,163	-,692	-2,134	,062
	Ln Other marketing expenditures stock	,997	,366	,485	2,723	,023
	Ln Average drug price per DDD	-17,861	3,250	-,525	-5,496	,000
	Drug age	,238	,080	,630	2,971	,016

2	(Constant)	30,029	12,306		2,440	,135
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,106	-1,609	,146	-,495
	Ipad / Tablet (% of times used in calls)	,035	,437	,673	,153
	Laptop based materials (% of times used in calls)	-,123	-1,980	,083	-,574
	Printed material (% of times used in calls)	,037	,406	,695	,142
	Very useful (% of calls)	,017	,240	,816	,085
	Increase / Will begin to prescribe (% of calls)	-,038	-,583	,576	-,202
	Ln Avg number of products presented during the calls	,012	,234	,821	,082

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,351
	Ipad / Tablet (% of times used in calls)	,302
	Laptop based materials (% of times used in calls)	,350
	Printed material (% of times used in calls)	,241
	Very useful (% of calls)	,377
	Increase / Will begin to prescribe (% of calls)	,445
	Ln Avg number of products presented during the calls	,813

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock ome_stock avg_price_ddd
```

```
drug_age
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Mailing flow, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,978	,962	,391766648	,978	63,038
2	,999	,997	,975	,321095594	,019	1,611

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	10	,000
2	8	2	,438

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,726	7	9,675	63,038	,000
	Residual	1,535	10	,153		
	Total	69,261	17			
2	Regression	69,055	15	4,604	44,651	,022
	Residual	,206	2	,103		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,110	7,538		2,933	,015
	Ln Detailing flow (calls)	-,281	,403	-,043	-,699	,500
	Ln Journal advertising flow	,050	,029	,110	1,715	,117
	Ln Mailing flow	-,049	,057	-,078	-,855	,412
	Ln Detailing stock (calls)	-1,542	1,169	-,430	-1,319	,216

	Ln Other marketing expenditures stock	1,123	,402	,547	2,796	,019
	Ln Average drug price per DDD	-20,096	3,369	-,591	-5,965	,000
	Drug age	,243	,089	,644	2,720	,022
2	(Constant)	30,029	12,306		2,440	,135
	Ln Detailing flow (calls)	,684	,659	,104	1,037	,409
	Ln Journal advertising flow	,107	,042	,233	2,576	,123
	Ln Mailing flow	,002	,077	,003	,021	,985
	Ln Detailing stock (calls)	-1,866	1,382	-,521	-1,350	,310
	Ln Other marketing expenditures stock	,936	,435	,455	2,149	,165
	Ln Average drug price per DDD	-15,063	3,526	-,443	-4,272	,051
	Drug age	,212	,096	,561	2,210	,158
	Ln Sales in DDDs lagged one period	,276	,128	,452	2,152	,164
	Ln Competitive global marketing expenditures flow	-1,324	,895	-,139	-1,480	,277
	Ipad / Tablet (% of times used in calls)	-1,555	3,325	-,042	-,468	,686
	Laptop based materials (% of times used in calls)	-8,318	7,593	-,113	-1,095	,388
	Printed material (% of times used in calls)	,563	2,241	,026	,251	,825
	Very useful (% of calls)	3,817	2,185	,187	1,747	,223
	Increase / Will begin to prescribe (% of calls)	-2,371	2,264	-,110	-1,047	,405
	Ln Avg number of products presented during the calls	,223	1,282	,013	,174	,878

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,394	1,859	,096	,527
	Ln Competitive global marketing expenditures flow	-,082	-1,048	,322	-,330
	Ipad / Tablet (% of times used in calls)	,066	,770	,461	,249
	Laptop based materials (% of times used in calls)	-,106	-1,410	,192	-,425
	Printed material (% of times used in calls)	,016	,162	,875	,054
	Very useful (% of calls)	,037	,474	,647	,156
	Increase / Will begin to prescribe (% of calls)	-,035	-,482	,641	-,159
	Ln Avg number of products presented during the calls	,009	,163	,874	,054

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,040
	Ln Competitive global marketing expenditures flow	,360
	Ipad / Tablet (% of times used in calls)	,319
	Laptop based materials (% of times used in calls)	,354
	Printed material (% of times used in calls)	,245
	Very useful (% of calls)	,387
	Increase / Will begin to prescribe (% of calls)	,445
	Ln Avg number of products presented during the calls	,814

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock ome_stock avg_price_ddd
drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Mailing flow, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,978	,962	,391766648

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,726	7	9,675	63,038	,000
	Residual	1,535	10	,153		
	Total	69,261	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,110	7,538		2,933
	Ln Detailing flow (calls)	-,281	,403	-,043	-,699
	Ln Journal advertising flow	,050	,029	,110	1,715
	Ln Mailing flow	-,049	,057	-,078	-,855
	Ln Detailing stock (calls)	-1,542	1,169	-,430	-1,319
	Ln Other marketing expenditures stock	1,123	,402	,547	2,796
	Ln Average drug price per DDD	-20,096	3,369	-,591	-5,965
	Drug age	,243	,089	,644	2,720

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,015		
	Ln Detailing flow (calls)	,500	,588	1,701
	Ln Journal advertising flow	,117	,540	1,851
	Ln Mailing flow	,412	,265	3,777
	Ln Detailing stock (calls)	,216	,021	47,984

	Ln Other marketing expenditures stock	,019	,058	17,246
	Ln Average drug price per DDD	,000	,226	4,429
	Drug age	,022	,040	25,270

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,184	1,000	,00	,00	,00
	2	,596	3,471	,00	,00	,26
	3	,204	5,939	,00	,00	,46
	4	,010	26,960	,00	,00	,12
	5	,004	41,164	,00	,00	,10
	6	,001	78,900	,00	,64	,04
	7	,000	177,746	,36	,12	,01
	8	5,765E-5	353,028	,64	,24	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,04	,00	,00	,00	,00
	3	,30	,00	,00	,00	,00
	4	,00	,00	,01	,06	,00
	5	,33	,00	,03	,02	,10
	6	,05	,00	,02	,06	,02
	7	,27	,06	,17	,48	,27
	8	,00	,94	,76	,39	,61

12.4. Product PA1

```
USE ALL.
COMPUTE filter_$=(product=21).
VARIABLE LABELS filter_$ 'product=21 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Drug price x drug age, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,894	,799	,636	,051556598	,799	4,914

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
```

```
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Ln Other marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,894	,799	,650	,050606062	,799	5,355
2	,894	,799	,636	,051556598	,000	,014

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000
2	1	26	,908

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,274	20	,014	5,355	,000
	Residual	,069	27	,003		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,670	6,794		3,337	,002
	Ln Sales in DDDs lagged one period	-,572	,190	-,569	-3,011	,006
	Ln Sales in DDDs lagged two periods	-,188	,190	-,197	-,991	,330
	Ln Detailing flow (calls)	,502	,275	1,461	1,824	,079
	Ln Journal advertising flow	-,006	,005	-,250	-1,283	,210
	Ln Mailing flow	-,002	,004	-,063	-,495	,625
	Ln Competitive global marketing expenditures flow	-,070	,065	-,192	-1,083	,289
	Ln Detailing stock (calls)	,245	,120	,261	2,040	,051
	Ln Competitive global marketing expenditures stock	,080	,186	,152	,429	,671
	Ln Average drug price per DDD	-,299	8,534	-,134	-,035	,972
	Ln Average competitors price per DDD	-,435	1,840	-,137	-,237	,815
	Drug age	-,075	,035	-12,240	-2,143	,041
	Drug age^2	,000	,000	2,381	,888	,382
	Ln Drug price x Ln Detailing flow	-1,653	,958	-5,833	-1,725	,096
	Ln Drug price x drug age	,250	,083	7,007	3,019	,005
	Ipad / Tablet (% of times used in calls)	,243	,188	,203	1,293	,207
	Laptop based materials (% of times used in calls)	,338	,362	,101	,932	,360
	Printed material (% of times used in calls)	-,037	,083	-,064	-,446	,659
	Very useful (% of calls)	-,066	,160	-,058	-,412	,684
	Increase / Will begin to prescribe (% of calls)	,164	,147	,189	1,117	,274
	Ln Avg number of products presented during the calls	,129	,115	,164	1,124	,271
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240

	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,025	,117	,908	,023

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,163

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq price_x_det
price_x_age ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Ln Other marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,893	,798	,661	,049745659	,798	5,831
2	,894	,799	,636	,051556598	,001	,034

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	2	26	,967

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,274	19	,014	5,831	,000
	Residual	,069	28	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,082	6,455		3,576	,001
	Ln Sales in DDDs lagged one period	-,575	,187	-,572	-3,081	,005
	Ln Sales in DDDs lagged two periods	-,208	,168	-,218	-1,239	,226
	Ln Detailing flow (calls)	,496	,269	1,445	1,842	,076
	Ln Journal advertising flow	-,006	,004	-,240	-1,284	,210
	Ln Mailing flow	-,002	,004	-,060	-,480	,635
	Ln Competitive global marketing expenditures flow	-,072	,063	-,198	-1,141	,263
	Ln Detailing stock (calls)	,240	,116	,255	2,066	,048
	Ln Competitive global marketing expenditures stock	,065	,172	,124	,378	,708
	Ln Average drug price per DDD	-,255	8,387	-,114	-,030	,976
	Drug age	-,072	,032	-11,752	-2,245	,033
	Drug age^2	,000	,000	2,265	,874	,390
	Ln Drug price x Ln Detailing flow	-1,631	,938	-5,756	-1,740	,093
	Ln Drug price x drug age	,243	,076	6,810	3,198	,003
	Ipad / Tablet (% of times used in calls)	,245	,185	,204	1,327	,195
	Laptop based materials (% of times used in calls)	,353	,351	,105	1,005	,324
	Printed material (% of times used in calls)	-,035	,081	-,060	-,427	,673
	Very useful (% of calls)	-,052	,146	-,046	-,355	,725
	Increase / Will begin to prescribe (% of calls)	,154	,138	,178	1,114	,275

	Ln Avg number of products presented during the calls	,122	,109	,155	1,120	,272
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,038	,186	,854	,036
	Ln Average competitors price per DDD	-,137	-,237	,815	-,045

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,180
	Ln Average competitors price per DDD	,022

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
```

```
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq price_x_det
price_x_age ipad_tablet
    laptop printed incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Very useful (% of calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,893	,797	,672	,048990266	,797	6,339
2	,894	,799	,636	,051556598	,001	,062

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	3	26	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,274	18	,015	6,339	,000
	Residual	,070	29	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,986	6,351		3,619	,001
	Ln Sales in DDDs lagged one period	-,563	,181	-,560	-3,113	,004
	Ln Sales in DDDs lagged two periods	-,220	,162	-,231	-1,358	,185
	Ln Detailing flow (calls)	,495	,265	1,440	1,864	,072
	Ln Journal advertising flow	-,005	,004	-,222	-1,253	,220
	Ln Mailing flow	-,002	,004	-,058	-,472	,640
	Ln Competitive global marketing expenditures flow	-,068	,061	-,187	-1,113	,275
	Ln Detailing stock (calls)	,234	,113	,249	2,067	,048
	Ln Competitive global marketing expenditures stock	,075	,167	,143	,450	,656
	Ln Average drug price per DDD	-,452	8,241	-,202	-,055	,957
	Drug age	-,073	,031	-11,890	-2,312	,028
	Drug age^2	,000	,000	2,452	,981	,335
	Ln Drug price x Ln Detailing flow	-1,607	,921	-5,670	-1,745	,092
	Ln Drug price x drug age	,243	,075	6,789	3,238	,003
	Ipad / Tablet (% of times used in calls)	,234	,179	,195	1,306	,202
	Laptop based materials (% of times used in calls)	,394	,326	,117	1,208	,237
	Printed material (% of times used in calls)	-,035	,080	-,060	-,435	,666
	Increase / Will begin to prescribe (% of calls)	,128	,116	,148	1,108	,277
	Ln Avg number of products presented during the calls	,104	,095	,132	1,096	,282
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370

	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,025	,129	,898	,024
	Ln Average competitors price per DDD	-,047	-,090	,929	-,017
	Very useful (% of calls)	-,046	-,355	,725	-,067

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,185
	Ln Average competitors price per DDD	,026
	Very useful (% of calls)	,432

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq price_x_det
price_x_age ipad_tablet
    laptop incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Very useful (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,892	,796	,680	,048324031	,796	6,886
2	,894	,799	,636	,051556598	,003	,089

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	4	26	,985

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,273	17	,016	6,886	,000
	Residual	,070	30	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,459	6,150		3,652	,001
	Ln Sales in DDDs lagged one period	-,540	,170	-,537	-3,170	,004
	Ln Sales in DDDs lagged two periods	-,214	,159	-,224	-1,343	,189
	Ln Detailing flow (calls)	,494	,262	1,437	1,886	,069
	Ln Journal advertising flow	-,006	,004	-,239	-1,398	,172
	Ln Mailing flow	-,002	,004	-,057	-,475	,638
	Ln Competitive global marketing expenditures flow	-,064	,059	-,176	-1,073	,292
	Ln Detailing stock (calls)	,227	,111	,242	2,056	,049
	Ln Competitive global marketing expenditures stock	,062	,162	,118	,382	,705
	Ln Average drug price per DDD	,682	7,713	,305	,088	,930
	Drug age	-,067	,028	-10,896	-2,397	,023
	Drug age^2	,000	,000	2,224	,922	,364
	Ln Drug price x Ln Detailing flow	-1,629	,907	-5,747	-1,795	,083
	Ln Drug price x drug age	,223	,059	6,247	3,755	,001
	Ipad / Tablet (% of times used in calls)	,273	,153	,228	1,790	,084

	Laptop based materials (% of times used in calls)	,403	,321	,120	1,257	,219
	Increase / Will begin to prescribe (% of calls)	,132	,114	,153	1,163	,254
	Ln Avg number of products presented during the calls	,103	,093	,131	1,103	,279
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,037	,190	,851	,035
	Ln Average competitors price per DDD	-,021	-,040	,968	-,007
	Printed material (% of times used in calls)	-,060	-,435	,666	-,081
	Very useful (% of calls)	-,046	-,362	,720	-,067

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,189
	Ln Average competitors price per DDD	,026
	Printed material (% of times used in calls)	,364
	Very useful (% of calls)	,432

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    avg_price_ddd drug_age drug_age_sq price_x_det price_x_age ipad_tablet
laptop incr_or_begin
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Drug price x drug age, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Very useful (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,892	,795	,689	,047653439	,795	7,515
2	,894	,799	,636	,051556598	,004	,097

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	5	26	,992

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,273	16	,017	7,515	,000
	Residual	,070	31	,002		

	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,765	5,040		4,715	,000
	Ln Sales in DDDs lagged one period	-,536	,168	-,533	-3,199	,003
	Ln Sales in DDDs lagged two periods	-,219	,157	-,229	-1,396	,173
	Ln Detailing flow (calls)	,466	,248	1,357	1,879	,070
	Ln Journal advertising flow	-,006	,004	-,250	-1,501	,144
	Ln Mailing flow	-,002	,004	-,066	-,564	,577
	Ln Competitive global marketing expenditures flow	-,061	,058	-,169	-1,053	,301
	Ln Detailing stock (calls)	,225	,109	,240	2,067	,047
	Ln Average drug price per DDD	-,210	7,248	-,094	-,029	,977
	Drug age	-,071	,025	-11,619	-2,852	,008
	Drug age^2	,000	,000	2,587	1,183	,246
	Ln Drug price x Ln Detailing flow	-1,550	,871	-5,471	-1,779	,085
	Ln Drug price x drug age	,228	,057	6,373	3,963	,000
	Ipad / Tablet (% of times used in calls)	,297	,137	,248	2,171	,038
	Laptop based materials (% of times used in calls)	,419	,314	,125	1,336	,191
	Increase / Will begin to prescribe (% of calls)	,134	,112	,155	1,201	,239
	Ln Avg number of products presented during the calls	,098	,091	,125	1,078	,289
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287

	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,043	,227	,822	,041
	Ln Competitive global marketing expenditures stock	,118	,382	,705	,069
	Ln Average competitors price per DDD	,046	,097	,923	,018
	Printed material (% of times used in calls)	-,049	-,363	,719	-,066
	Very useful (% of calls)	-,053	-,427	,672	-,078

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,191
	Ln Competitive global marketing expenditures stock	,072
	Ln Average competitors price per DDD	,030
	Printed material (% of times used in calls)	,376
	Very useful (% of calls)	,445

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age drug_age_sq price_x_det price_x_age ipad_tablet laptop
incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Drug price x drug age, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Very useful (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,888	,788	,688	,047733699	,788	7,915
2	,894	,799	,636	,051556598	,011	,238

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	6	26	,960

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,271	15	,018	7,915	,000
	Residual	,073	32	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,415	4,526		4,731	,000
	Ln Sales in DDDs lagged one period	-,466	,154	-,463	-3,026	,005
	Ln Sales in DDDs lagged two periods	-,169	,150	-,177	-1,131	,266
	Ln Detailing flow (calls)	,415	,244	1,207	1,702	,098
	Ln Journal advertising flow	-,006	,004	-,270	-1,630	,113
	Ln Mailing flow	-,003	,004	-,099	-,869	,391
	Ln Detailing stock (calls)	,235	,109	,250	2,163	,038

	Ln Average drug price per DDD	-,527	7,254	-,236	-,073	,943
	Drug age	-,069	,025	-11,227	-2,763	,009
	Drug age^2	,000	,000	2,643	1,207	,236
	Ln Drug price x Ln Detailing flow	-1,431	,865	-5,051	-1,654	,108
	Ln Drug price x drug age	,217	,057	6,066	3,829	,001
	Ipad / Tablet (% of times used in calls)	,325	,135	,271	2,412	,022
	Laptop based materials (% of times used in calls)	,364	,310	,108	1,174	,249
	Increase / Will begin to prescribe (% of calls)	,133	,112	,154	1,188	,244
	Ln Avg number of products presented during the calls	,073	,088	,093	,826	,415
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,169	-1,053	,301	-,186
	Ln Other marketing expenditures stock	,037	,197	,845	,035
	Ln Competitive global marketing expenditures stock	,081	,265	,793	,048

	Ln Average competitors price per DDD	-,065	-,141	,889	-,025
	Printed material (% of times used in calls)	-,030	-,225	,823	-,040
	Very useful (% of calls)	-,026	-,215	,831	-,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,257
	Ln Other marketing expenditures stock	,191
	Ln Competitive global marketing expenditures stock	,073
	Ln Average competitors price per DDD	,032
	Printed material (% of times used in calls)	,383
	Very useful (% of calls)	,463

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age drug_age_sq price_x_det price_x_age ipad_tablet laptop
incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age	.
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,885	,783	,691	,047503498	,783	8,514
2	,894	,799	,636	,051556598	,016	,288

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	7	26	,953

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,269	14	,019	8,514	,000
	Residual	,074	33	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,723	4,489		4,839	,000
	Ln Sales in DDDs lagged one period	-,449	,152	-,447	-2,959	,006
	Ln Sales in DDDs lagged two periods	-,182	,148	-,190	-1,226	,229
	Ln Detailing flow (calls)	,423	,242	1,233	1,748	,090
	Ln Journal advertising flow	-,005	,004	-,218	-1,430	,162
	Ln Mailing flow	-,003	,003	-,110	-,981	,334
	Ln Detailing stock (calls)	,211	,104	,225	2,025	,051
	Ln Average drug price per DDD	-,461	7,219	-,207	-,064	,949
	Drug age	-,073	,024	-11,998	-3,049	,005
	Drug age^2	,000	,000	3,475	1,796	,082
	Ln Drug price x Ln Detailing flow	-1,447	,861	-5,106	-1,680	,102
	Ln Drug price x drug age	,214	,056	5,990	3,806	,001
	Ipad / Tablet (% of times used in calls)	,323	,134	,269	2,409	,022
	Laptop based materials (% of times used in calls)	,398	,305	,119	1,304	,201
	Increase / Will begin to prescribe (% of calls)	,119	,110	,138	1,083	,287
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007

	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,123	-,792	,434	-,139
	Ln Other marketing expenditures stock	,003	,017	,987	,003
	Ln Competitive global marketing expenditures stock	,056	,184	,855	,033
	Ln Average competitors price per DDD	-,027	-,058	,954	-,010
	Printed material (% of times used in calls)	-,034	-,258	,798	-,046
	Very useful (% of calls)	,019	,176	,861	,031
	Ln Avg number of products presented during the calls	,093	,826	,415	,145

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,277
	Ln Other marketing expenditures stock	,200
	Ln Competitive global marketing expenditures stock	,073
	Ln Average competitors price per DDD	,032
	Printed material (% of times used in calls)	,383
	Very useful (% of calls)	,581
	Ln Avg number of products presented during the calls	,527

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age drug_age_sq price_x_det price_x_age ipad_tablet laptop
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Drug age^2, Ln Average drug price per DDD, Drug age	.
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,881	,775	,690	,047623749	,775	9,033
2	,894	,799	,636	,051556598	,023	,376

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	8	26	,924

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,266	13	,020	9,033	,000
	Residual	,077	34	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23,051	4,329		5,325	,000
	Ln Sales in DDDs lagged one period	-,456	,152	-,453	-2,994	,005
	Ln Sales in DDDs lagged two periods	-,203	,147	-,212	-1,377	,177
	Ln Detailing flow (calls)	,353	,234	1,028	1,509	,140
	Ln Journal advertising flow	-,003	,003	-,117	-,968	,340
	Ln Mailing flow	-,003	,003	-,095	-,849	,402
	Ln Detailing stock (calls)	,192	,103	,205	1,866	,071
	Ln Average drug price per DDD	-3,262	6,756	-1,461	-,483	,632
	Drug age	-,078	,024	-12,814	-3,309	,002
	Drug age^2	,000	,000	3,897	2,052	,048
	Ln Drug price x Ln Detailing flow	-1,161	,822	-4,097	-1,413	,167
	Ln Drug price x drug age	,225	,055	6,299	4,060	,000
	Ipad / Tablet (% of times used in calls)	,295	,132	,246	2,239	,032
	Laptop based materials (% of times used in calls)	,348	,303	,104	1,149	,259
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,127	-,821	,417	-,142
	Ln Other marketing expenditures stock	-,048	-,270	,789	-,047
	Ln Competitive global marketing expenditures stock	,078	,256	,799	,045
	Ln Average competitors price per DDD	,024	,052	,959	,009
	Printed material (% of times used in calls)	-,043	-,327	,745	-,057
	Very useful (% of calls)	,060	,611	,545	,106
	Increase / Will begin to prescribe (% of calls)	,138	1,083	,287	,185
	Ln Avg number of products presented during the calls	,073	,654	,518	,113

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,277
	Ln Other marketing expenditures stock	,216
	Ln Competitive global marketing expenditures stock	,074
	Ln Average competitors price per DDD	,033
	Printed material (% of times used in calls)	,385
	Very useful (% of calls)	,707
	Increase / Will begin to prescribe (% of calls)	,405
	Ln Avg number of products presented during the calls	,539

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    drug_age drug_age_sq price_x_det price_x_age ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Drug price x drug age, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,876	,767	,687	,047840768	,767	9,588
2	,894	,799	,636	,051556598	,032	,460

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	9	26	,888

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,263	12	,022	9,588	,000
	Residual	,080	35	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,637	4,334		5,223	,000
	Ln Sales in DDDs lagged one period	-,443	,152	-,441	-2,907	,006
	Ln Sales in DDDs lagged two periods	-,200	,148	-,210	-1,354	,184
	Ln Detailing flow (calls)	,395	,232	1,151	1,703	,097
	Ln Journal advertising flow	-,003	,003	-,123	-1,012	,319
	Ln Mailing flow	-,003	,003	-,091	-,818	,419
	Ln Detailing stock (calls)	,193	,103	,206	1,869	,070
	Ln Average drug price per DDD	-2,324	6,737	-1,041	-,345	,732
	Drug age	-,081	,024	-13,254	-3,424	,002
	Drug age^2	,000	,000	3,969	2,081	,045
	Ln Drug price x Ln Detailing flow	-1,338	,811	-4,720	-1,650	,108
	Ln Drug price x drug age	,234	,055	6,536	4,231	,000
	Ipad / Tablet (% of times used in calls)	,303	,132	,252	2,287	,028
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097

	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,087	-,565	,576	-,096
	Ln Other marketing expenditures stock	-,038	-,211	,834	-,036
	Ln Competitive global marketing expenditures stock	,120	,398	,693	,068
	Ln Average competitors price per DDD	,050	,110	,913	,019
	Laptop based materials (% of times used in calls)	,104	1,149	,259	,193
	Printed material (% of times used in calls)	-,052	-,393	,697	-,067
	Very useful (% of calls)	,019	,207	,837	,035
	Increase / Will begin to prescribe (% of calls)	,112	,884	,383	,150
	Ln Avg number of products presented during the calls	,091	,825	,415	,140

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,289
	Ln Other marketing expenditures stock	,216
	Ln Competitive global marketing expenditures stock	,075
	Ln Average competitors price per DDD	,033
	Laptop based materials (% of times used in calls)	,813
	Printed material (% of times used in calls)	,387

	Very useful (% of calls)	,790
	Increase / Will begin to prescribe (% of calls)	,415
	Ln Avg number of products presented during the calls	,553

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    drug_age_sq price_x_det price_x_age ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,869	,755	,680	,048391556	,755	10,060
2	,894	,799	,636	,051556598	,044	,572

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	11	36	,000
2	10	26	,822

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,259	11	,024	10,060	,000
	Residual	,084	36	,002		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,630	3,203		5,816	,000
	Ln Sales in DDDs lagged one period	-,379	,147	-,377	-2,587	,014
	Ln Detailing flow (calls)	,368	,234	1,071	1,573	,124
	Ln Journal advertising flow	-,003	,003	-,140	-1,144	,260
	Ln Mailing flow	-,003	,004	-,104	-,925	,361
	Ln Detailing stock (calls)	,208	,104	,222	2,001	,053
	Ln Average drug price per DDD	-1,976	6,810	-,884	-,290	,773
	Drug age	-,073	,023	-11,930	-3,149	,003
	Drug age^2	,000	,000	3,733	1,944	,060
	Ln Drug price x Ln Detailing flow	-1,194	,813	-4,214	-1,469	,151
	Ln Drug price x drug age	,203	,051	5,670	3,986	,000
	Ipad / Tablet (% of times used in calls)	,292	,134	,244	2,187	,035
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Drug age^2	,000	,000	2,500	,857	,399
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,210	-1,354	,184	-,223
	Ln Competitive global marketing expenditures flow	-,019	-,127	,899	-,022
	Ln Other marketing expenditures stock	,030	,171	,865	,029
	Ln Competitive global marketing expenditures stock	,164	,540	,592	,091
	Ln Average competitors price per DDD	-,099	-,221	,827	-,037
	Laptop based materials (% of times used in calls)	,102	1,114	,273	,185
	Printed material (% of times used in calls)	-,043	-,317	,753	-,053
	Very useful (% of calls)	,004	,043	,966	,007
	Increase / Will begin to prescribe (% of calls)	,133	1,047	,302	,174
	Ln Avg number of products presented during the calls	,102	,919	,364	,154

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,278
	Ln Competitive global marketing expenditures flow	,319
	Ln Other marketing expenditures stock	,235
	Ln Competitive global marketing expenditures stock	,076
	Ln Average competitors price per DDD	,035
	Laptop based materials (% of times used in calls)	,813
	Printed material (% of times used in calls)	,388
	Very useful (% of calls)	,802
	Increase / Will begin to prescribe (% of calls)	,422
	Ln Avg number of products presented during the calls	,556

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det price_x_age ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Drug price x drug age, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,854	,729	,655	,050174850	,729	9,942
2	,894	,799	,636	,051556598	,070	,822

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	11	26	,620

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,250	10	,025	9,942	,000
	Residual	,093	37	,003		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,150	3,046		5,302	,000
	Ln Sales in DDDs lagged one period	-,368	,152	-,366	-2,423	,020
	Ln Detailing flow (calls)	,381	,242	1,109	1,571	,125
	Ln Journal advertising flow	-,004	,003	-,169	-1,346	,187
	Ln Mailing flow	-,002	,004	-,076	-,658	,515
	Ln Detailing stock (calls)	,270	,103	,288	2,636	,012
	Ln Average drug price per DDD	1,743	6,777	,780	,257	,798
	Drug age	-,032	,010	-5,263	-3,155	,003
	Ln Drug price x Ln Detailing flow	-1,207	,843	-4,257	-1,431	,161
	Ln Drug price x drug age	,140	,041	3,931	3,428	,002

	Ipad / Tablet (% of times used in calls)	,227	,134	,189	1,692	,099
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Drug age^2	,000	,000	2,500	,857	,399
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,180	-1,118	,271	-,183
	Ln Competitive global marketing expenditures flow	,004	,024	,981	,004
	Ln Other marketing expenditures stock	-,135	-,931	,358	-,153
	Ln Competitive global marketing expenditures stock	,351	1,239	,223	,202
	Ln Average competitors price per DDD	,270	,653	,518	,108
	Drug age^2	3,733	1,944	,060	,308
	Laptop based materials (% of times used in calls)	,108	1,139	,262	,187
	Printed material (% of times used in calls)	,035	,260	,796	,043
	Very useful (% of calls)	,010	,103	,918	,017
	Increase / Will begin to prescribe (% of calls)	,173	1,349	,186	,219
	Ln Avg number of products presented during the calls	,167	1,655	,107	,266

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,280
	Ln Competitive global marketing expenditures flow	,321
	Ln Other marketing expenditures stock	,348
	Ln Competitive global marketing expenditures stock	,090
	Ln Average competitors price per DDD	,044
	Drug age^2	,002
	Laptop based materials (% of times used in calls)	,814
	Printed material (% of times used in calls)	,425
	Very useful (% of calls)	,803
	Increase / Will begin to prescribe (% of calls)	,436
	Ln Avg number of products presented during the calls	,687

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det price_x_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_age ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,841	,708	,639	,051390057	,708	10,227
2	,894	,799	,636	,051556598	,091	,980

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	38	,000
2	12	26	,492

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,243	9	,027	10,227	,000
	Residual	,100	38	,003		
	Total	,343	47			
2	Regression	,274	21	,013	4,914	,000
	Residual	,069	26	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,938	3,117		5,113	,000
	Ln Sales in DDDs lagged one period	-,351	,155	-,349	-2,259	,030
	Ln Detailing flow (calls)	,366	,248	1,065	1,474	,149
	Ln Journal advertising flow	-,003	,003	-,118	-,947	,350
	Ln Mailing flow	-,002	,004	-,058	-,492	,626
	Ln Detailing stock (calls)	,267	,105	,284	2,539	,015
	Ln Average drug price per DDD	1,535	6,940	,687	,221	,826
	Drug age	-,029	,010	-4,719	-2,815	,008
	Ln Drug price x Ln Detailing flow	-1,131	,862	-3,992	-1,312	,197
	Ln Drug price x drug age	,129	,041	3,620	3,123	,003
2	(Constant)	22,519	7,041		3,198	,004
	Ln Sales in DDDs lagged one period	-,570	,195	-,566	-2,922	,007
	Ln Detailing flow (calls)	,514	,298	1,496	1,724	,097
	Ln Journal advertising flow	-,006	,005	-,261	-1,199	,241
	Ln Mailing flow	-,002	,004	-,063	-,488	,630
	Ln Detailing stock (calls)	,246	,122	,262	2,006	,055
	Ln Average drug price per DDD	,030	9,140	,013	,003	,997
	Drug age	-,075	,036	-12,321	-2,102	,045
	Ln Drug price x Ln Detailing flow	-1,695	1,041	-5,981	-1,628	,116
	Ln Drug price x drug age	,250	,085	6,983	2,942	,007
	Ln Sales in DDDs lagged two periods	-,183	,198	-,192	-,926	,363
	Ln Competitive global marketing expenditures flow	-,070	,066	-,194	-1,068	,295
	Ln Other marketing expenditures stock	,003	,025	,025	,117	,908
	Ln Competitive global marketing expenditures stock	,074	,195	,141	,380	,707
	Ln Average competitors price per DDD	-,364	1,971	-,114	-,185	,855
	Drug age^2	,000	,000	2,500	,857	,399

	Ipad / Tablet (% of times used in calls)	,253	,211	,211	1,202	,240
	Laptop based materials (% of times used in calls)	,337	,369	,100	,913	,370
	Printed material (% of times used in calls)	-,035	,086	-,061	-,408	,686
	Very useful (% of calls)	-,067	,163	-,059	-,409	,686
	Increase / Will begin to prescribe (% of calls)	,169	,155	,195	1,087	,287
	Ln Avg number of products presented during the calls	,132	,119	,167	1,107	,279

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,170	-1,029	,310	-,167
	Ln Competitive global marketing expenditures flow	-,048	-,314	,755	-,052
	Ln Other marketing expenditures stock	-,161	-1,090	,283	-,176
	Ln Competitive global marketing expenditures stock	,455	1,665	,104	,264
	Ln Average competitors price per DDD	,223	,527	,601	,086
	Drug age^2	2,675	1,371	,179	,220
	Ipad / Tablet (% of times used in calls)	,189	1,692	,099	,268
	Laptop based materials (% of times used in calls)	,114	1,183	,244	,191
	Printed material (% of times used in calls)	-,072	-,621	,538	-,102
	Very useful (% of calls)	,015	,155	,878	,025
	Increase / Will begin to prescribe (% of calls)	,110	,849	,401	,138
	Ln Avg number of products presented during the calls	,148	1,425	,163	,228

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,280
	Ln Competitive global marketing expenditures flow	,335
	Ln Other marketing expenditures stock	,353
	Ln Competitive global marketing expenditures stock	,098
	Ln Average competitors price per DDD	,044
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,586
	Laptop based materials (% of times used in calls)	,816
	Printed material (% of times used in calls)	,577
	Very useful (% of calls)	,803
	Increase / Will begin to prescribe (% of calls)	,465
	Ln Avg number of products presented during the calls	,694

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det price_x_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Drug price x drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,841	,708	,639	,051390057

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,243	9	,027	10,227	,000
	Residual	,100	38	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	15,938	3,117		5,113
	Ln Sales in DDDs lagged one period	-,351	,155	-,349	-2,259
	Ln Detailing flow (calls)	,366	,248	1,065	1,474
	Ln Journal advertising flow	-,003	,003	-,118	-,947
	Ln Mailing flow	-,002	,004	-,058	-,492
	Ln Detailing stock (calls)	,267	,105	,284	2,539
	Ln Average drug price per DDD	1,535	6,940	,687	,221
	Drug age	-,029	,010	-4,719	-2,815
	Ln Drug price x Ln Detailing flow	-1,131	,862	-3,992	-1,312
	Ln Drug price x drug age	,129	,041	3,620	3,123

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,030	,323	3,099
	Ln Detailing flow (calls)	,149	,015	67,876
	Ln Journal advertising flow	,350	,492	2,032
	Ln Mailing flow	,626	,551	1,816
	Ln Detailing stock (calls)	,015	,613	1,632
	Ln Average drug price per DDD	,826	,001	1255,335
	Drug age	,008	,003	365,554
	Ln Drug price x Ln Detailing flow	,197	,001	1204,140
	Ln Drug price x drug age	,003	,006	174,752

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	8,869	1,000	,00	,00	,00
	2	,794	3,342	,00	,00	,00
	3	,286	5,571	,00	,00	,00
	4	,042	14,487	,00	,00	,00
	5	,007	35,054	,00	,00	,00
	6	,001	79,342	,00	,00	,01
	7	7,373E-5	346,830	,00	,01	,02
	8	5,284E-5	409,688	,01	,02	,00
	9	8,413E-6	1026,735	,05	,63	,33
	10	3,112E-6	1688,166	,94	,34	,64

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,05	,30	,00	,00	,00
	3	,48	,38	,00	,00	,00
	4	,29	,13	,00	,00	,00
	5	,07	,03	,00	,00	,00
	6	,00	,05	,00	,00	,00
	7	,01	,00	,05	,01	,63
	8	,01	,01	,92	,02	,11
	9	,07	,04	,01	,23	,01
	10	,02	,07	,01	,73	,24

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Drug price x Ln Detailing flow	Ln Drug price x drug age
1	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,01
	6	,00	,00
	7	,01	,59
	8	,00	,11
	9	,35	,02
	10	,64	,27

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Drug price x drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,833	,695	,632	,051863109

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,239	8	,030	11,085	,000
	Residual	,105	39	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,525	2,437		7,603
	Ln Sales in DDDs lagged one period	-,355	,157	-,353	-2,264
	Ln Detailing flow (calls)	,043	,033	,125	1,304
	Ln Journal advertising flow	-,003	,003	-,108	-,861
	Ln Mailing flow	-,001	,004	-,041	-,343
	Ln Detailing stock (calls)	,259	,106	,276	2,449
	Ln Average drug price per DDD	-7,263	1,804	-3,252	-4,026
	Drug age	-,032	,010	-5,273	-3,220
	Ln Drug price x drug age	,144	,040	4,021	3,563

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,029	,323	3,098
	Ln Detailing flow (calls)	,200	,848	1,179
	Ln Journal advertising flow	,395	,494	2,025
	Ln Mailing flow	,733	,558	1,793
	Ln Detailing stock (calls)	,019	,615	1,627
	Ln Average drug price per DDD	,000	,012	83,266
	Drug age	,003	,003	342,373
	Ln Drug price x drug age	,001	,006	162,606

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	7,884	1,000	,00	,00	,00
	2	,794	3,151	,00	,00	,00
	3	,286	5,254	,00	,00	,00
	4	,030	16,277	,00	,00	,00
	5	,006	35,947	,00	,00	,01
	6	,001	95,352	,00	,00	,85
	7	6,362E-5	352,012	,00	,01	,02
	8	5,098E-5	393,245	,03	,04	,10
	9	5,230E-6	1227,786	,97	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,05	,30	,00	,00	,00
	3	,49	,38	,00	,00	,00
	4	,32	,16	,00	,00	,00
	5	,03	,01	,00	,01	,00
	6	,00	,05	,01	,00	,00
	7	,01	,00	,00	,70	,79
	8	,00	,01	,99	,04	,01
	9	,09	,10	,00	,25	,19

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Drug price x drug age
1	1	,00
	2	,00
	3	,00
	4	,00
	5	,01
	6	,00
	7	,75
	8	,01
	9	,23

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771	,595	,524	,058958616

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,204	7	,029	8,400	,000
	Residual	,139	40	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,398	2,437		5,908
	Ln Sales in DDDs lagged one period	-,138	,164	-,138	-,843
	Ln Detailing flow (calls)	,029	,037	,084	,778
	Ln Journal advertising flow	,000	,003	-,015	-,106
	Ln Mailing flow	-,003	,004	-,094	-,700
	Ln Detailing stock (calls)	,210	,119	,224	1,760
	Ln Average drug price per DDD	-,982	,434	-,440	-2,263
	Drug age	,003	,001	,517	2,262

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,404	,380	2,633
	Ln Detailing flow (calls)	,441	,861	1,162
	Ln Journal advertising flow	,916	,516	1,937
	Ln Mailing flow	,488	,567	1,765
	Ln Detailing stock (calls)	,086	,625	1,599
	Ln Average drug price per DDD	,029	,268	3,727
	Drug age	,029	,194	5,156

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Detailing flow (calls)
1	1	6,932	1,000	,00	,00	,00
	2	,754	3,032	,00	,00	,00
	3	,282	4,957	,00	,00	,00
	4	,028	15,844	,00	,00	,00
	5	,003	47,264	,00	,00	,03
	6	,001	89,847	,00	,00	,84
	7	5,114E-5	368,154	,04	,05	,09
	8	6,641E-6	1021,646	,96	,95	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,05	,33	,00	,00	,00
	3	,53	,36	,00	,00	,00
	4	,30	,15	,00	,07	,19
	5	,06	,01	,00	,75	,65
	6	,00	,05	,01	,00	,03
	7	,00	,00	,98	,16	,00
	8	,05	,08	,00	,03	,13

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767	,588	,528	,058749823

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,202	6	,034	9,750	,000
	Residual	,142	41	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t
1	(Constant)	12,529	1,005		12,466
	Ln Detailing flow (calls)	,032	,037	,094	,874
	Ln Journal advertising flow	,000	,003	,012	,088
	Ln Mailing flow	-,004	,004	-,125	-,977
	Ln Detailing stock (calls)	,195	,118	,208	1,659
	Ln Average drug price per DDD	-,897	,421	-,402	-2,134
	Drug age	,003	,001	,442	2,107

Coefficients

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Ln Detailing flow (calls)	,387	,870	1,149
	Ln Journal advertising flow	,930	,544	1,837
	Ln Mailing flow	,334	,615	1,627
	Ln Detailing stock (calls)	,105	,639	1,564
	Ln Average drug price per DDD	,039	,283	3,529
	Drug age	,041	,229	4,369

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,950	1,000	,00	,00	,00
	2	,738	2,840	,00	,00	,05
	3	,281	4,600	,00	,00	,56
	4	,028	14,697	,00	,00	,32
	5	,003	46,031	,00	,07	,07
	6	,001	88,298	,01	,79	,00
	7	3,822E-5	394,585	,98	,14	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions			
		Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,01	,00	,00	,00
	2	,36	,00	,00	,00
	3	,39	,00	,00	,00
	4	,16	,00	,08	,21
	5	,01	,00	,79	,73
	6	,06	,03	,01	,05
	7	,02	,97	,11	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767	,588	,528	,058749823

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,202	6	,034	9,750	,000
	Residual	,142	41	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,529	1,005		12,466
	Ln Detailing flow (calls)	,032	,037	,094	,874
	Ln Journal advertising flow	,000	,003	,012	,088
	Ln Mailing flow	-,004	,004	-,125	-,977
	Ln Detailing stock (calls)	,195	,118	,208	1,659
	Ln Average drug price per DDD	-,897	,421	-,402	-2,134
	Drug age	,003	,001	,442	2,107

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,387
	Ln Journal advertising flow	,930
	Ln Mailing flow	,334
	Ln Detailing stock (calls)	,105
	Ln Average drug price per DDD	,039
	Drug age	,041

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,10549068	14,34984493	14,24943592	,065545606	48
Residual	-,132238328	,143563002	,000000000	,054871845	48
Std. Predicted Value	-2,196	1,532	,000	1,000	48
Std. Residual	-2,251	2,444	,000	,934	48

```
EXAMINE VARIABLES=residuals_pa1
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals PA1	48	100,0%	0	0,0%	48	100,0%

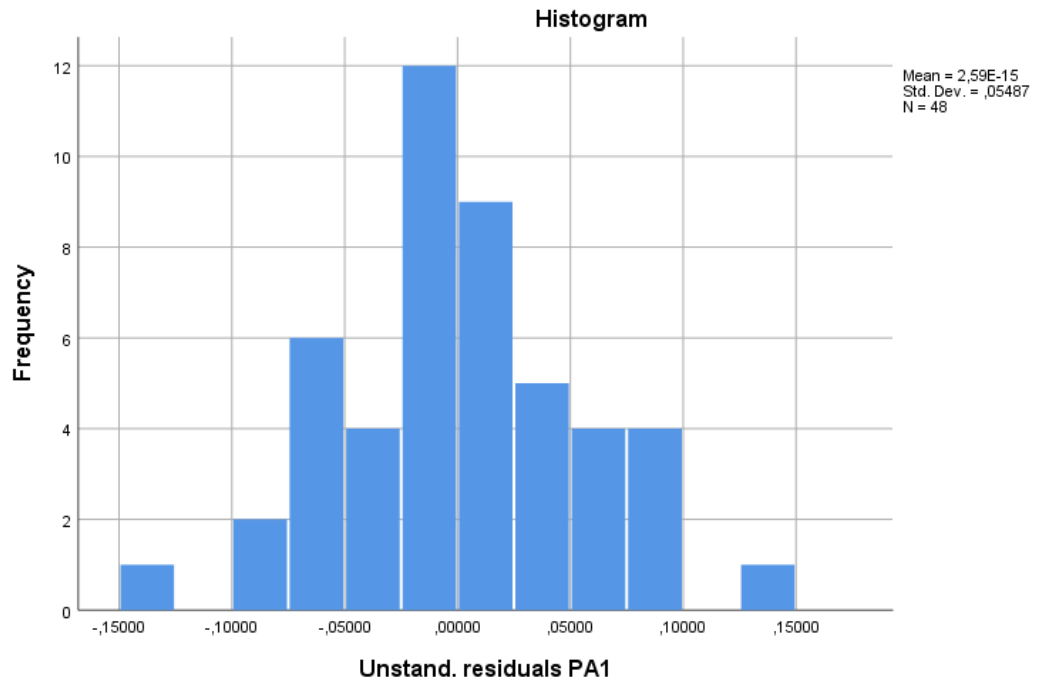
Descriptives

			Statistic	Std. Error
Unstand. residuals PA1	Mean		,0000000	,00792007
	95% Confidence Interval for Mean	Lower Bound	-,0159331	
		Upper Bound	,0159331	
	5% Trimmed Mean		-,0002630	
	Median		-,0015816	
	Variance		,003	
	Std. Deviation		,05487184	
	Minimum		-,13224	
	Maximum		,14356	
	Range		,27580	
	Interquartile Range		,07012	
	Skewness		,151	,343
	Kurtosis		,166	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals PA1	,068	48	,200	,991	48	,968

Unstand. residuals PA1

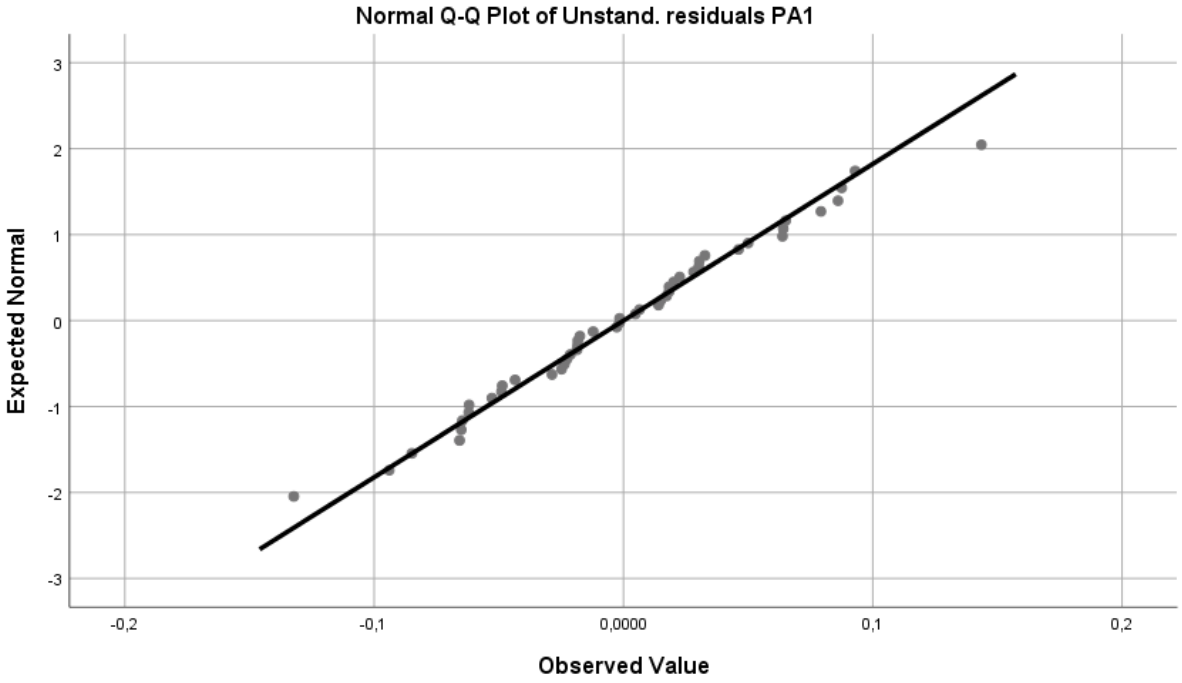


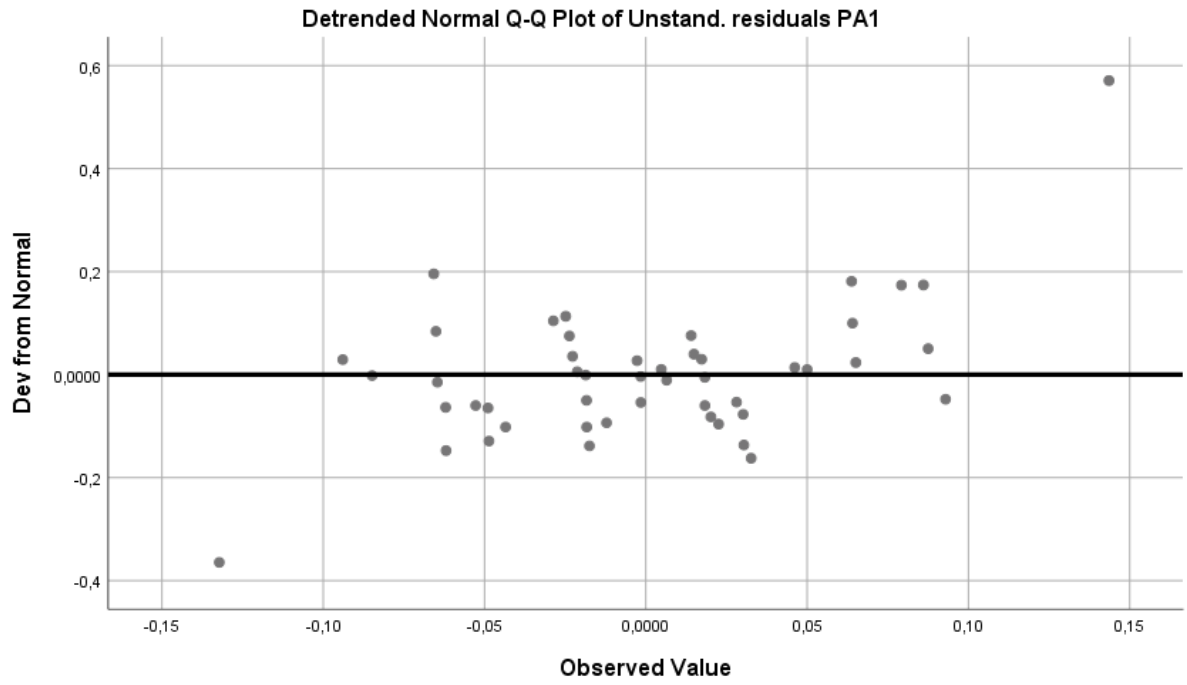
Unstand. residuals PA1 Stem-and-Leaf Plot

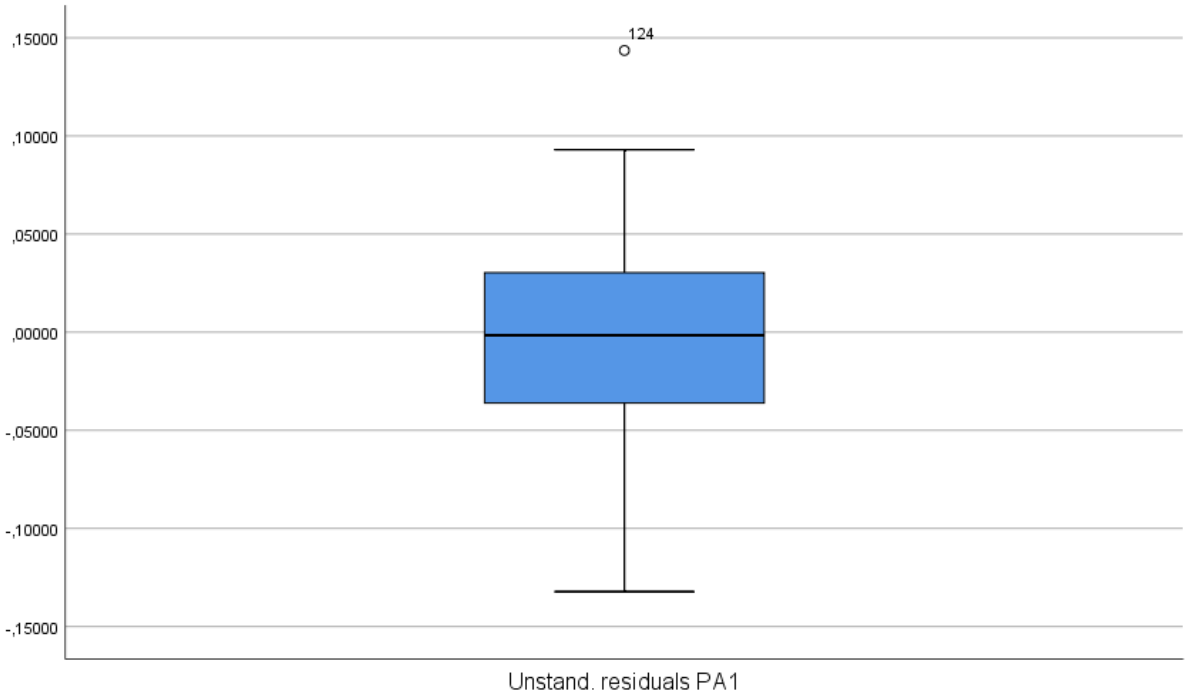
Frequency Stem & Leaf

```
  1,00       -1 .  3
  8,00       -0 .  56666689
 16,00       -0 .  0001111122222444
 14,00        0 .  00111112223334
  8,00        0 .  56667889
  1,00 Extremes    (>=,14)

Stem width:    ,10000
Each leaf:       1 case(s)
```








```
COMPUTE sq_residuals_pa1=residuals_pa1 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_pa1
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,411	,169	,048	,00414

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	6	,000	1,391	,241
	Residual	,001	41	,000		
	Total	,001	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,092	,071		-1,301
	Ln Detailing flow (calls)	,000	,003	,022	,142
	Ln Journal advertising flow	,000	,000	,354	1,832
	Ln Mailing flow	,000	,000	,135	,745
	Ln Detailing stock (calls)	,009	,008	,200	1,124
	Ln Average drug price per DDD	,024	,030	,220	,823
	Drug age	,000	,000	,453	1,523

Coefficients

Model		Sig.
1	(Constant)	,201
	Ln Detailing flow (calls)	,888
	Ln Journal advertising flow	,074
	Ln Mailing flow	,460
	Ln Detailing stock (calls)	,267
	Ln Average drug price per DDD	,415
	Drug age	,135

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767	,588	,528	,058749823

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,202	6	,034	9,750	,000
	Residual	,142	41	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,529	1,005		12,466
	Ln Detailing flow (calls)	,032	,037	,094	,874
	Ln Journal advertising flow	,000	,003	,012	,088
	Ln Mailing flow	-,004	,004	-,125	-,977
	Ln Detailing stock (calls)	,195	,118	,208	1,659
	Ln Average drug price per DDD	-,897	,421	-,402	-2,134
	Drug age	,003	,001	,442	2,107

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,387
	Ln Journal advertising flow	,930
	Ln Mailing flow	,334
	Ln Detailing stock (calls)	,105
	Ln Average drug price per DDD	,039
	Drug age	,041

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,10549068	14,34984493	14,24943592	,065545606	48
Residual	-,132238328	,143563002	,000000000	,054871845	48
Std. Predicted Value	-2,196	1,532	,000	1,000	48
Std. Residual	-2,251	2,444	,000	,934	48

```
COMPUTE sq_unst_pred_pa1=unstand_predi_pa1 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_pa1=unstand_predi_pa1 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
sq_unst_pred_pa1
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for PA1, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766	,587	,527	,058782278

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,202	6	,034	9,732	,000
	Residual	,142	41	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,173	2,826		2,538
	Ln Detailing flow (calls)	,000	,040	,001	,009
	Ln Journal advertising flow	-1,100E-5	,003	,000	-,003
	Ln Mailing flow	-5,765E-5	,005	-,002	-,012
	Ln Detailing stock (calls)	,002	,155	,002	,014
	Ln Average drug price per DDD	-,017	,767	-,008	-,022
	Squared unstand. predicted values for PA1	,035	,017	,759	2,095

Coefficients

Model		Sig.
1	(Constant)	,015
	Ln Detailing flow (calls)	,993
	Ln Journal advertising flow	,997
	Ln Mailing flow	,991
	Ln Detailing stock (calls)	,989
	Ln Average drug price per DDD	,983
	Squared unstand. predicted values for PA1	,042

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	86,131	2,203	,033	,329	6,017E-6

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,10573673	14,34985542	14,24943592	,065520217	48
Residual	-,132111698	,143748581	,000000000	,054902158	48
Std. Predicted Value	-2,193	1,533	,000	1,000	48
Std. Residual	-2,247	2,445	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
cub_unst_pred_pa1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for PA2, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766	,587	,527	,058814231

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,202	6	,034	9,714	,000
	Residual	,142	41	,003		
	Total	,343	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,553	1,817		5,259
	Ln Detailing flow (calls)	,001	,040	,002	,017
	Ln Journal advertising flow	-2,199E-5	,003	-,001	-,007
	Ln Mailing flow	,000	,005	-,004	-,023
	Ln Detailing stock (calls)	,004	,154	,004	,027
	Ln Average drug price per DDD	-,033	,763	-,015	-,044
	Cubed unstand. predicted values for PA2	,002	,001	,752	2,083

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,987
	Ln Journal advertising flow	,994
	Ln Mailing flow	,982
	Ln Detailing stock (calls)	,979
	Ln Average drug price per DDD	,965
	Cubed unstand. predicted values for PA2	,043

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	43,467	2,210	,033	,330	2,379E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=21 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=21 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825	,681	,522	,061311705

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,096	6	,016	4,278	,016
	Residual	,045	12	,004		
	Total	,142	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10,070	1,697		5,934
	Ln Detailing flow (calls)	,031	,053	,107	,582
	Ln Journal advertising flow	,006	,006	,172	,997
	Ln Mailing flow	-,007	,006	-,218	-1,225
	Ln Detailing stock (calls)	,423	,170	,541	2,482
	Ln Average drug price per DDD	-,502	,766	-,208	-,656
	Drug age	,013	,006	,831	2,356

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,571
	Ln Journal advertising flow	,339
	Ln Mailing flow	,244
	Ln Detailing stock (calls)	,029
	Ln Average drug price per DDD	,524
	Drug age	,036

Period 2

```
USE ALL.
COMPUTE filter_$=(product=21 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=21 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
```

```
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT sales_ddd
/METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725	,525	,396	,046328665

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,052	6	,009	4,060	,007
	Residual	,047	22	,002		
	Total	,100	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,876	4,959		3,807
	Ln Detailing flow (calls)	,088	,047	,305	1,872
	Ln Journal advertising flow	-,003	,003	-,194	-1,108
	Ln Mailing flow	-,002	,005	-,069	-,414
	Ln Detailing stock (calls)	,013	,176	,012	,073
	Ln Average drug price per DDD	-22,316	17,687	-,197	-1,262
	Drug age	,003	,001	,492	2,632

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Detailing flow (calls)	,075
	Ln Journal advertising flow	,280
	Ln Mailing flow	,683
	Ln Detailing stock (calls)	,942
	Ln Average drug price per DDD	,220
	Drug age	,015

12.5. Product PA2

```
USE ALL.
COMPUTE filter_$=(product=22).
VARIABLE LABELS filter_$ 'product=22 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,836	,699	,477	,053142845	,699	3,140

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,003

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
```

```
ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Very useful (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,836	,699	,495	,052205663	,699	3,424
2	,836	,699	,477	,053142845	,000	,021

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	19	28	,002
2	1	27	,885

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	19	,009	3,424	,002
	Residual	,076	28	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients: B	Unstandardized Coefficients: Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	28,374	7,370		3,850	,001
	Ln Sales in DDDs lagged one period	-,534	,182	-,523	-2,926	,007
	Ln Sales in DDDs lagged two periods	-,170	,202	-,173	-,844	,406
	Ln Detailing flow (calls)	-,629	,688	-2,751	-,914	,368

	Ln Journal advertising flow	,004	,003	,187	1,354	,187
	Ln Mailing flow	,000	,004	-,010	-,079	,938
	Ln Competitive global marketing expenditures flow	-,042	,066	-,121	-,631	,533
	Ln Detailing stock (calls)	,004	,130	,013	,030	,977
	Ln Other marketing expenditures stock	-,067	,037	-,774	-1,818	,080
	Ln Competitive global marketing expenditures stock	,180	,212	,286	,849	,403
	Ln Average drug price per DDD	-18,885	20,310	-6,367	-,930	,360
	Ln Average competitors price per DDD	-1,897	1,215	-,834	-1,561	,130
	Drug age	-,002	,019	-,426	-,120	,905
	Drug age^2	2,089E-5	,000	,516	,165	,870
	Ln Drug price x Ln Detailing flow	2,393	2,491	8,807	,961	,345
	Ipad / Tablet (% of times used in calls)	-,065	,221	-,081	-,294	,771
	Laptop based materials (% of times used in calls)	,310	,428	,104	,725	,475
	Printed material (% of times used in calls)	,114	,094	,208	1,217	,234
	Increase / Will begin to prescribe (% of calls)	-,113	,118	-,115	-,957	,347
	Ln Avg number of products presented during the calls	-,080	,185	-,091	-,435	,667
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Very useful (% of calls)	-,024	-,145	,885	-,028	,401

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Mailing flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Very useful (% of calls), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,836	,699	,512	,051322492	,699	3,738
2	,836	,699	,477	,053142845	,001	,024

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	18	29	,001
2	2	27	,977

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	18	,010	3,738	,001
	Residual	,076	29	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,493	7,210		3,952	,000
	Ln Sales in DDDs lagged one period	-,537	,178	-,527	-3,023	,005
	Ln Sales in DDDs lagged two periods	-,173	,197	-,176	-,878	,387
	Ln Detailing flow (calls)	-,663	,645	-2,899	-1,027	,313
	Ln Journal advertising flow	,004	,003	,186	1,371	,181
	Ln Mailing flow	,000	,004	-,008	-,068	,947
	Ln Competitive global marketing expenditures flow	-,043	,065	-,124	-,662	,513
	Ln Detailing stock (calls)	-,002	,123	-,008	-,018	,986
	Ln Other marketing expenditures stock	-,066	,036	-,768	-1,842	,076
	Ln Competitive global marketing expenditures stock	,193	,195	,306	,992	,329
	Ln Average drug price per DDD	-19,800	19,203	-6,676	-1,031	,311
	Ln Average competitors price per DDD	-1,817	1,097	-,799	-1,657	,108
	Drug age	,001	,003	,148	,254	,801
	Ln Drug price x Ln Detailing flow	2,511	2,345	9,242	1,071	,293
	Ipad / Tablet (% of times used in calls)	-,083	,188	-,103	-,442	,662
	Laptop based materials (% of times used in calls)	,303	,418	,102	,724	,475
	Printed material (% of times used in calls)	,104	,071	,190	1,467	,153
	Increase / Will begin to prescribe (% of calls)	-,112	,116	-,113	-,964	,343
	Ln Avg number of products presented during the calls	-,072	,175	-,082	-,413	,683
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088

	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age^2	,516	,165	,870	,031	,001
	Very useful (% of calls)	-,019	-,118	,907	-,022	,413

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det ipad_tablet
    laptop printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,835	,697	,525	,050607817	,697	4,060
2	,836	,699	,477	,053142845	,002	,069

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	3	27	,976

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	17	,010	4,060	,000
	Residual	,077	30	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,366	7,103		3,993	,000
	Ln Sales in DDDs lagged one period	-,526	,173	-,515	-3,038	,005
	Ln Sales in DDDs lagged two periods	-,164	,193	-,166	-,846	,404
	Ln Detailing flow (calls)	-,724	,619	-3,169	-1,171	,251
	Ln Journal advertising flow	,004	,003	,187	1,398	,172
	Ln Mailing flow	,000	,004	-,008	-,065	,948
	Ln Competitive global marketing expenditures flow	-,049	,062	-,142	-,789	,436
	Ln Detailing stock (calls)	,010	,117	,036	,089	,930
	Ln Other marketing expenditures stock	-,069	,035	-,799	-1,973	,058
	Ln Competitive global marketing expenditures stock	,214	,185	,340	1,156	,257
	Ln Average drug price per DDD	-21,656	18,410	-7,302	-1,176	,249
	Ln Average competitors price per DDD	-1,777	1,077	-,781	-1,650	,109
	Drug age	,001	,003	,184	,324	,748
	Ln Drug price x Ln Detailing flow	2,723	2,256	10,021	1,207	,237

	Ipad / Tablet (% of times used in calls)	-,110	,174	-,136	-,632	,532
	Laptop based materials (% of times used in calls)	,250	,393	,084	,637	,529
	Printed material (% of times used in calls)	,100	,069	,181	1,438	,161
	Increase / Will begin to prescribe (% of calls)	-,103	,112	-,105	-,916	,367
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	,155	,052	,959	,010
	Very useful (% of calls)	-,017	-,109	,914	-,020
	Ln Avg number of products presented during the calls	-,082	-,413	,683	-,076

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Very useful (% of calls)	,413
	Ln Avg number of products presented during the calls	,261

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det laptop
    printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,832	,693	,535	,050114807	,693	4,374
2	,836	,699	,477	,053142845	,006	,142

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	4	27	,965

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,176	16	,011	4,374	,000
	Residual	,078	31	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,297	7,033		4,023	,000
	Ln Sales in DDDs lagged one period	-,507	,169	-,497	-3,003	,005
	Ln Sales in DDDs lagged two periods	-,201	,182	-,203	-1,100	,280
	Ln Detailing flow (calls)	-,713	,612	-3,118	-1,164	,253
	Ln Journal advertising flow	,003	,002	,155	1,266	,215
	Ln Mailing flow	-,001	,004	-,029	-,256	,800
	Ln Competitive global marketing expenditures flow	-,038	,059	-,112	-,649	,521
	Ln Detailing stock (calls)	,005	,116	,019	,046	,963
	Ln Other marketing expenditures stock	-,068	,035	-,789	-1,971	,058
	Ln Competitive global marketing expenditures stock	,216	,183	,342	1,176	,248
	Ln Average drug price per DDD	-21,044	18,205	-7,095	-1,156	,257
	Ln Average competitors price per DDD	-1,619	1,037	-,712	-1,561	,129
	Drug age	,001	,003	,217	,388	,701
	Ln Drug price x Ln Detailing flow	2,664	2,232	9,804	1,193	,242
	Laptop based materials (% of times used in calls)	,165	,365	,055	,451	,655
	Printed material (% of times used in calls)	,112	,066	,204	1,704	,098
	Increase / Will begin to prescribe (% of calls)	-,108	,111	-,110	-,977	,336
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382

	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	,861	,327	,746	,060
	Ipad / Tablet (% of times used in calls)	-,136	-,632	,532	-,115
	Very useful (% of calls)	-,019	-,121	,904	-,022
	Ln Avg number of products presented during the calls	-,113	-,611	,546	-,111

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,216
	Very useful (% of calls)	,413
	Ln Avg number of products presented during the calls	,297

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age price_x_det printed
    incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,831	,691	,546	,049486890	,691	4,771
2	,836	,699	,477	,053142845	,008	,150

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	5	27	,978

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,175	15	,012	4,771	,000
	Residual	,078	32	,002		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,360	6,944		4,084	,000
	Ln Sales in DDDs lagged one period	-,503	,167	-,493	-3,020	,005
	Ln Sales in DDDs lagged two periods	-,213	,178	-,216	-1,195	,241
	Ln Detailing flow (calls)	-,696	,604	-3,047	-1,154	,257
	Ln Journal advertising flow	,003	,002	,152	1,255	,219
	Ln Mailing flow	-,001	,003	-,027	-,245	,808
	Ln Competitive global marketing expenditures flow	-,039	,058	-,113	-,663	,512
	Ln Detailing stock (calls)	,022	,108	,077	,206	,838
	Ln Other marketing expenditures stock	-,068	,034	-,788	-1,993	,055
	Ln Competitive global marketing expenditures stock	,199	,177	,316	1,122	,270
	Ln Average drug price per DDD	-20,761	17,966	-7,000	-1,156	,256
	Ln Average competitors price per DDD	-1,563	1,017	-,687	-1,537	,134
	Drug age	,001	,003	,273	,504	,617
	Ln Drug price x Ln Detailing flow	2,620	2,202	9,643	1,190	,243
	Printed material (% of times used in calls)	,115	,064	,210	1,790	,083
	Increase / Will begin to prescribe (% of calls)	-,113	,109	-,114	-1,031	,310
2	(Constant)	28,143	7,668		3,670	,001

	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Drug age^2	,628	,245	,808	,044
	Ipad / Tablet (% of times used in calls)	-,089	-,443	,661	-,079
	Laptop based materials (% of times used in calls)	,055	,451	,655	,081
	Very useful (% of calls)	-,033	-,215	,832	-,039
	Ln Avg number of products presented during the calls	-,063	-,379	,707	-,068

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,246
	Laptop based materials (% of times used in calls)	,653
	Very useful (% of calls)	,432
	Ln Avg number of products presented during the calls	,356

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,829	,687	,554	,049064898	,687	5,168
2	,836	,699	,477	,053142845	,013	,188

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	6	27	,978

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,174	14	,012	5,168	,000
	Residual	,079	33	,002		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	26,264	6,130		4,284	,000
	Ln Sales in DDDs lagged one period	-,463	,154	-,454	-3,008	,005
	Ln Sales in DDDs lagged two periods	-,176	,168	-,178	-1,048	,302
	Ln Detailing flow (calls)	-,665	,597	-2,911	-1,115	,273
	Ln Journal advertising flow	,003	,002	,156	1,299	,203
	Ln Mailing flow	-,001	,003	-,040	-,370	,714
	Ln Detailing stock (calls)	,031	,106	,106	,287	,776
	Ln Other marketing expenditures stock	-,062	,033	-,725	-1,905	,066
	Ln Competitive global marketing expenditures stock	,205	,176	,325	1,168	,251
	Ln Average drug price per DDD	-19,170	17,654	-6,464	-1,086	,285
	Ln Average competitors price per DDD	-1,643	1,001	-,722	-1,642	,110
	Drug age	,002	,003	,307	,577	,568
	Ln Drug price x Ln Detailing flow	2,435	2,166	8,962	1,124	,269
	Printed material (% of times used in calls)	,119	,064	,217	1,878	,069
	Increase / Will begin to prescribe (% of calls)	-,101	,107	-,102	-,943	,353
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789

	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,113	-,663	,512	-,116
	Drug age^2	,471	,186	,853	,033
	Ipad / Tablet (% of times used in calls)	-,050	-,261	,796	-,046
	Laptop based materials (% of times used in calls)	,056	,463	,647	,082
	Very useful (% of calls)	-,060	-,425	,673	-,075
	Ln Avg number of products presented during the calls	-,075	-,458	,650	-,081

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,335
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,263
	Laptop based materials (% of times used in calls)	,653
	Very useful (% of calls)	,487
	Ln Avg number of products presented during the calls	,361

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,824	,678	,555	,048984943	,678	5,515
2	,836	,699	,477	,053142845	,021	,270

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	7	27	,960

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,172	13	,013	5,515	,000
	Residual	,082	34	,002		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,779	6,096		4,393	,000
	Ln Sales in DDDs lagged one period	-,481	,152	-,472	-3,160	,003
	Ln Sales in DDDs lagged two periods	-,196	,166	-,199	-1,182	,245
	Ln Detailing flow (calls)	-,608	,593	-2,660	-1,026	,312
	Ln Journal advertising flow	,003	,002	,165	1,385	,175
	Ln Mailing flow	-,002	,003	-,048	-,452	,654
	Ln Detailing stock (calls)	,020	,106	,069	,187	,853
	Ln Other marketing expenditures stock	-,064	,033	-,742	-1,957	,059
	Ln Competitive global marketing expenditures stock	,174	,172	,276	1,010	,319
	Ln Average drug price per DDD	-17,138	17,493	-5,778	-,980	,334
	Ln Average competitors price per DDD	-1,638	,999	-,720	-1,639	,110
	Drug age	,002	,003	,318	,597	,555
	Ln Drug price x Ln Detailing flow	2,218	2,150	8,162	1,031	,310
	Printed material (% of times used in calls)	,120	,064	,218	1,887	,068
2	(Constant)	28,143	7,668		3,670	,001

	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,084	-,500	,620	-,087
	Drug age^2	,497	,197	,845	,034
	Ipad / Tablet (% of times used in calls)	-,065	-,340	,736	-,059
	Laptop based materials (% of times used in calls)	,065	,540	,593	,094
	Very useful (% of calls)	-,081	-,588	,560	-,102
	Increase / Will begin to prescribe (% of calls)	-,102	-,943	,353	-,162
	Ln Avg number of products presented during the calls	-,044	-,276	,785	-,048

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,344
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,265
	Laptop based materials (% of times used in calls)	,658
	Very useful (% of calls)	,503
	Increase / Will begin to prescribe (% of calls)	,807
	Ln Avg number of products presented during the calls	,374

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,818	,669	,555	,048999478	,669	5,886
2	,836	,699	,477	,053142845	,031	,344

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	8	27	,940

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,170	12	,014	5,886	,000
	Residual	,084	35	,002		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	28,214	5,930		4,758	,000
	Ln Sales in DDDs lagged one period	-,486	,152	-,476	-3,189	,003
	Ln Sales in DDDs lagged two periods	-,256	,155	-,259	-1,647	,109
	Ln Detailing flow (calls)	-,388	,551	-1,696	-,703	,487
	Ln Journal advertising flow	,002	,002	,124	1,108	,275
	Ln Mailing flow	-,002	,003	-,072	-,693	,493
	Ln Detailing stock (calls)	,017	,106	,059	,160	,874
	Ln Other marketing expenditures stock	-,050	,030	-,586	-1,691	,100
	Ln Average drug price per DDD	-10,297	16,134	-3,472	-,638	,527
	Ln Average competitors price per DDD	-1,450	,982	-,638	-1,476	,149
	Drug age	,002	,003	,302	,567	,574
	Ln Drug price x Ln Detailing flow	1,367	1,979	5,031	,691	,494
	Printed material (% of times used in calls)	,139	,061	,252	2,282	,029
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,097	-,582	,564	-,099
	Ln Competitive global marketing expenditures stock	,276	1,010	,319	,171
	Drug age^2	1,191	,498	,622	,085
	Ipad / Tablet (% of times used in calls)	-,075	-,393	,697	-,067
	Laptop based materials (% of times used in calls)	,036	,306	,762	,052
	Very useful (% of calls)	-,049	-,359	,722	-,061
	Increase / Will begin to prescribe (% of calls)	-,078	-,733	,469	-,125
	Ln Avg number of products presented during the calls	-,091	-,604	,550	-,103

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,347
	Ln Competitive global marketing expenditures stock	,127
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,266
	Laptop based materials (% of times used in calls)	,691
	Very useful (% of calls)	,527
	Increase / Will begin to prescribe (% of calls)	,837
	Ln Avg number of products presented during the calls	,424

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd drug_age price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Other marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,805	,648	,540	,049795835	,648	6,025
2	,836	,699	,477	,053142845	,051	,512

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,853

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,164	11	,015	6,025	,000
	Residual	,089	36	,002		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,223	5,868		4,468	,000
	Ln Sales in DDDs lagged one period	-,456	,153	-,447	-2,973	,005
	Ln Sales in DDDs lagged two periods	-,252	,158	-,256	-1,599	,119
	Ln Detailing flow (calls)	-,332	,559	-1,452	-,594	,556
	Ln Journal advertising flow	,002	,002	,091	,813	,421
	Ln Mailing flow	-,003	,003	-,085	-,800	,429
	Ln Detailing stock (calls)	,132	,072	,461	1,842	,074
	Ln Other marketing expenditures stock	-,054	,030	-,629	-1,792	,081
	Ln Average drug price per DDD	-10,864	16,392	-3,663	-,663	,512
	Drug age	,004	,002	,714	1,550	,130
	Ln Drug price x Ln Detailing flow	1,239	2,009	4,561	,617	,541
	Printed material (% of times used in calls)	,166	,059	,303	2,837	,007
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192

	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,122	-,723	,474	-,121
	Ln Competitive global marketing expenditures stock	,193	,701	,488	,118
	Ln Average competitors price per DDD	-,638	-1,476	,149	-,242
	Drug age^2	-,443	-,203	,840	-,034
	Ipad / Tablet (% of times used in calls)	-,012	-,065	,949	-,011
	Laptop based materials (% of times used in calls)	,023	,188	,852	,032
	Very useful (% of calls)	-,069	-,507	,615	-,085
	Increase / Will begin to prescribe (% of calls)	-,083	-,765	,449	-,128
	Ln Avg number of products presented during the calls	-,057	-,373	,712	-,063

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,351
	Ln Competitive global marketing expenditures stock	,131
	Ln Average competitors price per DDD	,051
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,279
	Laptop based materials (% of times used in calls)	,695
	Very useful (% of calls)	,533
	Increase / Will begin to prescribe (% of calls)	,837
	Ln Avg number of products presented during the calls	,434

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Other marketing expenditures stock, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,789	,623	,521	,050832947	,623	6,115
2	,836	,699	,477	,053142845	,076	,685

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,729

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,158	10	,016	6,115	,000
	Residual	,096	37	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,389	5,135		4,165	,000
	Ln Sales in DDDs lagged one period	-,372	,147	-,365	-2,529	,016
	Ln Detailing flow (calls)	-,318	,570	-1,392	-,558	,580
	Ln Journal advertising flow	,003	,002	,137	1,242	,222
	Ln Mailing flow	-,002	,003	-,055	-,515	,609
	Ln Detailing stock (calls)	,108	,072	,375	1,502	,142
	Ln Other marketing expenditures stock	-,035	,028	-,402	-1,228	,227
	Ln Average drug price per DDD	-10,488	16,732	-3,536	-,627	,535
	Drug age	,003	,002	,634	1,356	,183
	Ln Drug price x Ln Detailing flow	1,194	2,051	4,396	,582	,564
	Printed material (% of times used in calls)	,152	,059	,277	2,571	,014
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357
	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,256	-1,599	,119	-,258
	Ln Competitive global marketing expenditures flow	-,028	-,169	,867	-,028
	Ln Competitive global marketing expenditures stock	,312	1,205	,236	,197
	Ln Average competitors price per DDD	-,627	-1,419	,165	-,230
	Drug age^2	,704	,337	,738	,056
	Ipad / Tablet (% of times used in calls)	-,112	-,625	,536	-,104
	Laptop based materials (% of times used in calls)	,039	,321	,750	,053
	Very useful (% of calls)	-,035	-,256	,799	-,043
	Increase / Will begin to prescribe (% of calls)	-,094	-,850	,401	-,140
	Ln Avg number of products presented during the calls	-,056	-,363	,719	-,060

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,382
	Ln Competitive global marketing expenditures flow	,391
	Ln Competitive global marketing expenditures stock	,150
	Ln Average competitors price per DDD	,051
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,322
	Laptop based materials (% of times used in calls)	,701
	Very useful (% of calls)	,546
	Increase / Will begin to prescribe (% of calls)	,841
	Ln Avg number of products presented during the calls	,434

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,780	,608	,515	,051170958	,608	6,539
2	,836	,699	,477	,053142845	,092	,748

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,685

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	9	,017	6,539	,000
	Residual	,100	38	,003		
	Total	,254	47			
2	Regression	,177	20	,009	3,140	,003
	Residual	,076	27	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,262	4,866		3,959	,000
	Ln Sales in DDDs lagged one period	-,361	,148	-,354	-2,440	,019
	Ln Detailing flow (calls)	-,105	,547	-,458	-,192	,849
	Ln Journal advertising flow	,003	,002	,164	1,504	,141
	Ln Mailing flow	-,001	,003	-,033	-,314	,755
	Ln Detailing stock (calls)	,078	,068	,272	1,150	,257
	Ln Average drug price per DDD	-3,753	15,912	-1,265	-,236	,815
	Drug age	,005	,002	,961	2,487	,017
	Ln Drug price x Ln Detailing flow	,383	1,954	1,411	,196	,845
	Printed material (% of times used in calls)	,145	,059	,263	2,441	,019
2	(Constant)	28,143	7,668		3,670	,001
	Ln Sales in DDDs lagged one period	-,528	,190	-,517	-2,775	,010
	Ln Detailing flow (calls)	-,627	,700	-2,744	-,896	,378
	Ln Journal advertising flow	,004	,003	,189	1,338	,192
	Ln Mailing flow	,000	,004	-,016	-,120	,905
	Ln Detailing stock (calls)	,011	,142	,040	,081	,936
	Ln Average drug price per DDD	-18,783	20,687	-6,333	-,908	,372
	Drug age	-,003	,019	-,484	-,134	,895
	Ln Drug price x Ln Detailing flow	2,377	2,538	8,749	,937	,357

	Printed material (% of times used in calls)	,117	,098	,213	1,200	,241
	Ln Sales in DDDs lagged two periods	-,170	,205	-,173	-,830	,414
	Ln Competitive global marketing expenditures flow	-,038	,072	-,111	-,531	,600
	Ln Other marketing expenditures stock	-,066	,037	-,770	-1,773	,088
	Ln Competitive global marketing expenditures stock	,183	,217	,291	,843	,407
	Ln Average competitors price per DDD	-1,899	1,237	-,835	-1,536	,136
	Drug age^2	2,415E-5	,000	,596	,184	,855
	Ipad / Tablet (% of times used in calls)	-,061	,227	-,076	-,271	,789
	Laptop based materials (% of times used in calls)	,299	,442	,101	,676	,505
	Very useful (% of calls)	-,026	,180	-,024	-,145	,885
	Increase / Will begin to prescribe (% of calls)	-,109	,123	-,111	-,889	,382
	Ln Avg number of products presented during the calls	-,082	,189	-,094	-,436	,666

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,140	-,929	,359	-,151
	Ln Competitive global marketing expenditures flow	,007	,042	,967	,007
	Ln Other marketing expenditures stock	-,402	-1,228	,227	-,198
	Ln Competitive global marketing expenditures stock	,082	,363	,719	,060
	Ln Average competitors price per DDD	-,675	-1,530	,135	-,244
	Drug age^2	-,308	-,159	,875	-,026
	Ipad / Tablet (% of times used in calls)	-,074	-,416	,679	-,068
	Laptop based materials (% of times used in calls)	,047	,386	,702	,063
	Very useful (% of calls)	-,062	-,456	,651	-,075
	Increase / Will begin to prescribe (% of calls)	-,109	-,991	,328	-,161
	Ln Avg number of products presented during the calls	-,045	-,288	,775	-,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,456
	Ln Competitive global marketing expenditures flow	,403
	Ln Other marketing expenditures stock	,095
	Ln Competitive global marketing expenditures stock	,208
	Ln Average competitors price per DDD	,051
	Drug age^2	,003
	Ipad / Tablet (% of times used in calls)	,330
	Laptop based materials (% of times used in calls)	,703
	Very useful (% of calls)	,562
	Increase / Will begin to prescribe (% of calls)	,854
	Ln Avg number of products presented during the calls	,436

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    price_x_det printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,780	,608	,515	,051170958

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	9	,017	6,539	,000
	Residual	,100	38	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,262	4,866		3,959
	Ln Sales in DDDs lagged one period	-,361	,148	-,354	-2,440
	Ln Detailing flow (calls)	-,105	,547	-,458	-,192
	Ln Journal advertising flow	,003	,002	,164	1,504
	Ln Mailing flow	-,001	,003	-,033	-,314
	Ln Detailing stock (calls)	,078	,068	,272	1,150
	Ln Average drug price per DDD	-3,753	15,912	-1,265	-,236
	Drug age	,005	,002	,961	2,487
	Ln Drug price x Ln Detailing flow	,383	1,954	1,411	,196
	Printed material (% of times used in calls)	,145	,059	,263	2,441

Coefficients

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,019	,492	2,033
	Ln Detailing flow (calls)	,849	,002	554,432
	Ln Journal advertising flow	,141	,873	1,145
	Ln Mailing flow	,755	,924	1,083
	Ln Detailing stock (calls)	,257	,184	5,425
	Ln Average drug price per DDD	,815	,000	2787,774
	Drug age	,017	,069	14,458
	Ln Drug price x Ln Detailing flow	,845	,000	5011,285
	Printed material (% of times used in calls)	,019	,887	1,127

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	8,657	1,000	,00	,00	,00
	2	,795	3,299	,00	,00	,00
	3	,416	4,560	,00	,00	,00
	4	,069	11,240	,00	,00	,00
	5	,061	11,894	,00	,00	,00
	6	,001	106,667	,00	,00	,00
	7	,001	120,689	,00	,00	,00
	8	,000	279,442	,00	,01	,00
	9	7,442E-6	1078,539	,09	,96	,01
	10	6,798E-7	3568,485	,91	,02	,98

Collinearity Diagnostics

Model	Dimension	Variance Proportions				
		Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,00	,92	,00	,00	,00
	3	,86	,00	,00	,00	,00
	4	,00	,00	,00	,00	,02
	5	,02	,01	,00	,00	,02
	6	,02	,01	,03	,00	,37
	7	,05	,01	,02	,00	,23
	8	,00	,02	,90	,00	,29
	9	,01	,00	,02	,02	,04
	10	,03	,02	,04	,98	,03

Collinearity Diagnostics

Model	Dimension	Variance Proportions	
		Ln Drug price x Ln Detailing flow	Printed material (% of times used in calls)
1	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,52
	5	,00	,39
	6	,00	,02
	7	,00	,03
	8	,00	,00
	9	,02	,02
	10	,98	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779	,607	,527	,050536237

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	8	,019	7,538	,000
	Residual	,100	39	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,402	2,089		8,808
	Ln Sales in DDDs lagged one period	-,360	,146	-,353	-2,467
	Ln Detailing flow (calls)	,002	,040	,010	,056
	Ln Journal advertising flow	,003	,002	,160	1,511
	Ln Mailing flow	-,001	,003	-,030	-,291
	Ln Detailing stock (calls)	,076	,066	,263	1,148
	Ln Average drug price per DDD	-,637	,984	-,215	-,648
	Drug age	,005	,002	,974	2,591
	Printed material (% of times used in calls)	,145	,059	,263	2,469

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,018	,492	2,032

	Ln Detailing flow (calls)	,956	,327	3,057
	Ln Journal advertising flow	,139	,900	1,111
	Ln Mailing flow	,772	,945	1,058
	Ln Detailing stock (calls)	,258	,192	5,220
	Ln Average drug price per DDD	,521	,092	10,924
	Drug age	,013	,071	14,032
	Printed material (% of times used in calls)	,018	,887	1,127

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	7,678	1,000	,00	,00	,00
	2	,792	3,114	,00	,00	,00
	3	,413	4,312	,00	,00	,00
	4	,068	10,654	,00	,00	,00
	5	,048	12,593	,00	,00	,00
	6	,001	112,725	,00	,00	,49
	7	,000	151,298	,00	,01	,35
	8	,000	268,289	,02	,02	,06
	9	6,301E-6	1103,933	,97	,97	,10

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,00	,94	,00	,00	,00
	3	,88	,00	,00	,00	,00
	4	,01	,01	,00	,00	,01
	5	,02	,01	,00	,00	,04
	6	,03	,01	,00	,44	,08
	7	,04	,01	,09	,51	,46
	8	,00	,02	,88	,04	,40
	9	,02	,00	,02	,01	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Printed material (% of times used in calls)
1	1	,00
	2	,00
	3	,00
	4	,76
	5	,15
	6	,01
	7	,05
	8	,00
	9	,02

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779	,607	,527	,050536237

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	8	,019	7,538	,000
	Residual	,100	39	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,402	2,089		8,808
	Ln Sales in DDDs lagged one period	-,360	,146	-,353	-2,467
	Ln Detailing flow (calls)	,002	,040	,010	,056
	Ln Journal advertising flow	,003	,002	,160	1,511
	Ln Mailing flow	-,001	,003	-,030	-,291
	Ln Detailing stock (calls)	,076	,066	,263	1,148
	Ln Average drug price per DDD	-,637	,984	-,215	-,648
	Drug age	,005	,002	,974	2,591
	Printed material (% of times used in calls)	,145	,059	,263	2,469

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,956
	Ln Journal advertising flow	,139
	Ln Mailing flow	,772
	Ln Detailing stock (calls)	,258
	Ln Average drug price per DDD	,521
	Drug age	,013
	Printed material (% of times used in calls)	,018

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,03018951	14,30159760	14,19858654	,057243435	48
Residual	-,102518730	,092726015	,000000000	,046034802	48
Std. Predicted Value	-2,942	1,800	,000	1,000	48
Std. Residual	-2,029	1,835	,000	,911	48

```
EXAMINE VARIABLES=residuals_pa2
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals PA2	48	100,0%	0	0,0%	48	100,0%

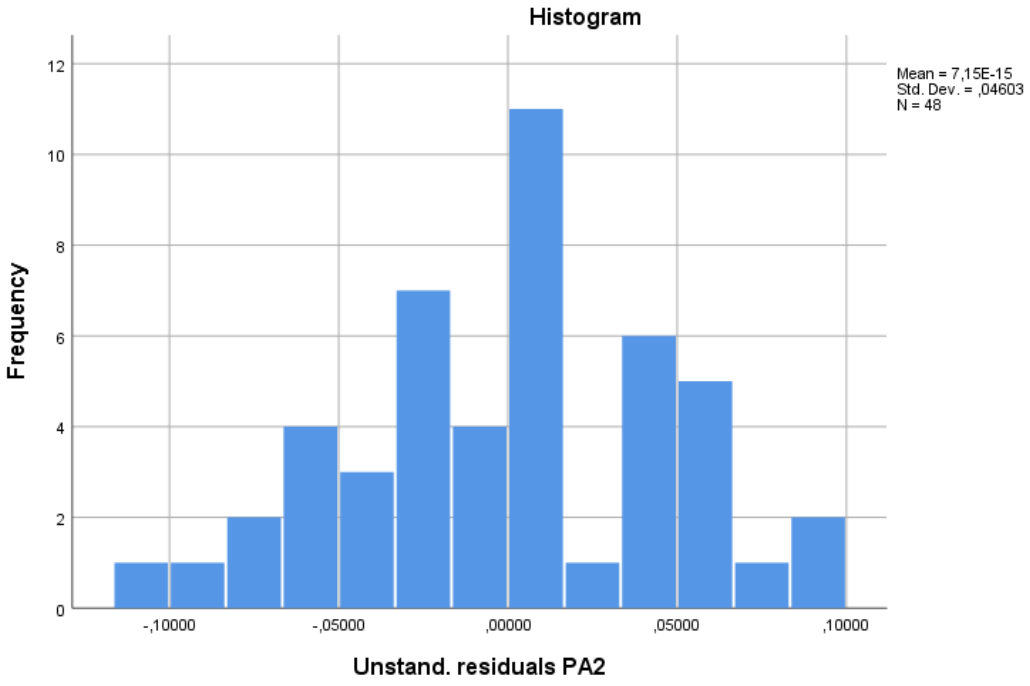
Descriptives

			Statistic	Std. Error
Unstand. residuals PA2	Mean		,0000000	,00664455
	95% Confidence Interval for Mean	Lower Bound	-,0133671	
		Upper Bound	,0133671	
	5% Trimmed Mean		,0002810	
	Median		,0036791	
	Variance		,002	
	Std. Deviation		,04603480	
	Minimum		-,10252	
	Maximum		,09273	
	Range		,19524	
	Interquartile Range		,07302	
	Skewness		-,091	,343
	Kurtosis		-,546	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals PA2	,076	48	,200	,987	48	,859

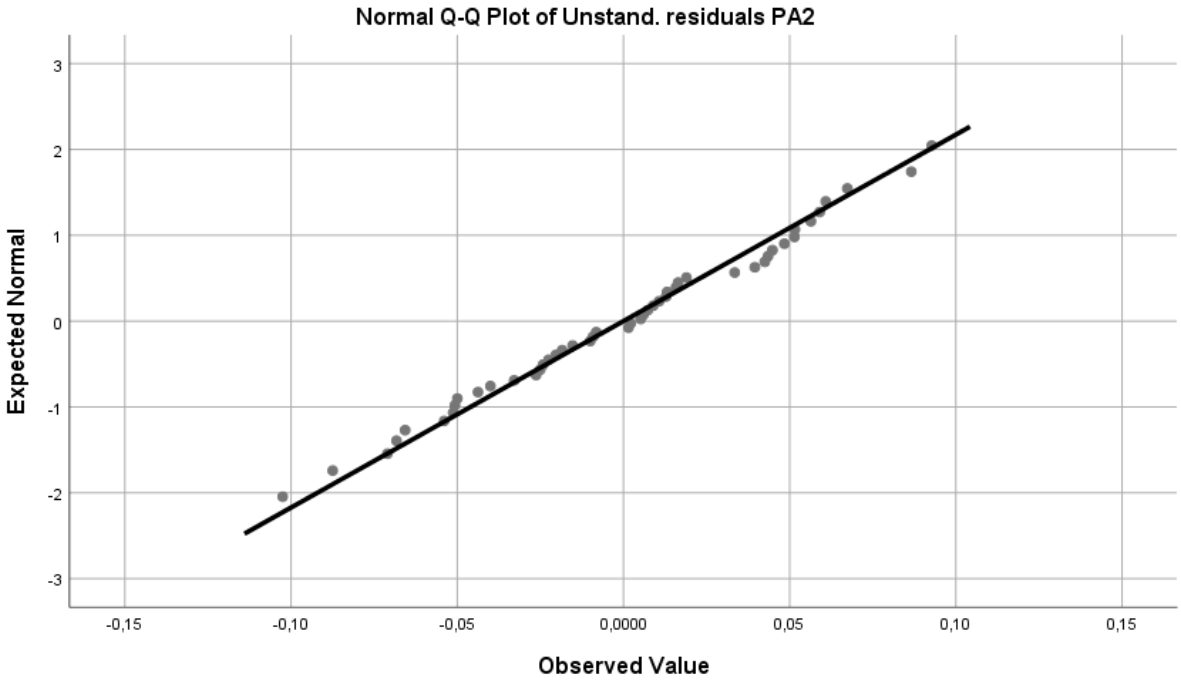
Unstand. residuals PA2

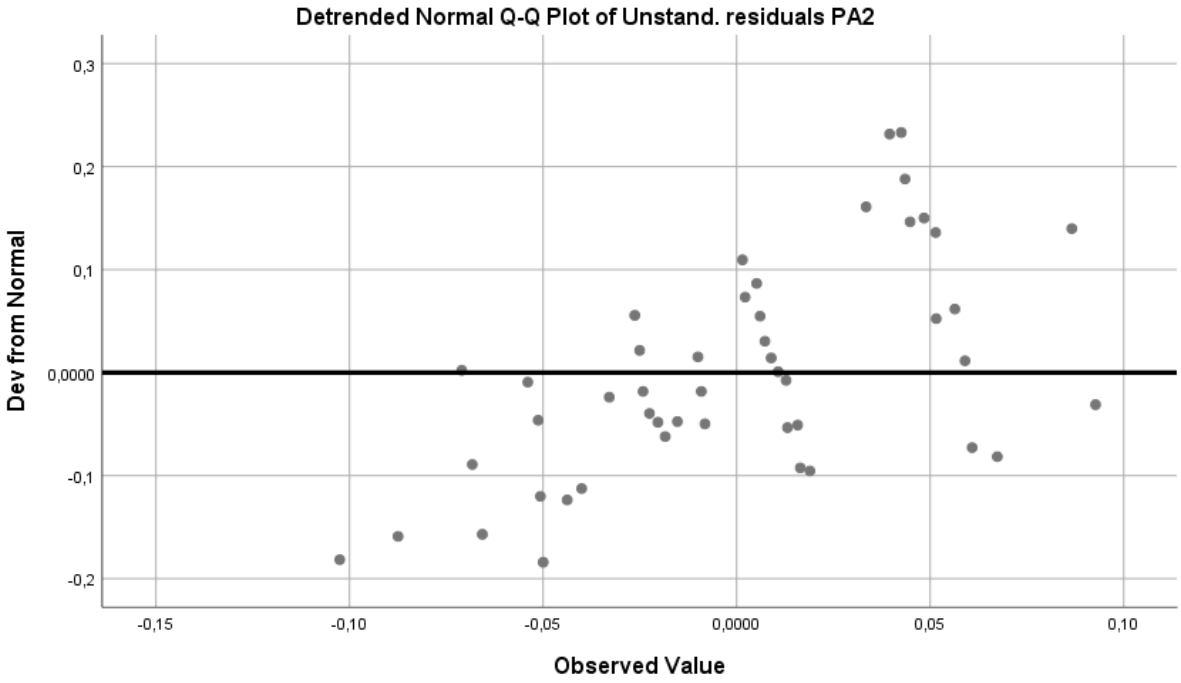


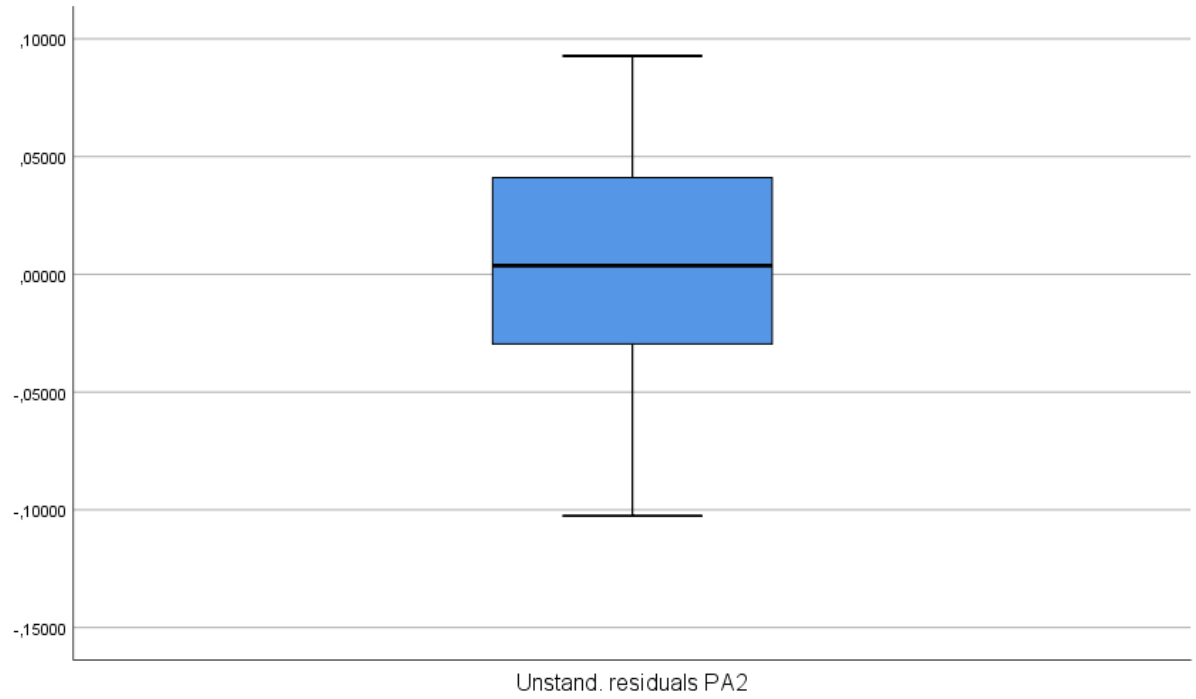
Unstand. residuals PA2 Stem-and-Leaf Plot

Frequency	Stem & Leaf
1,00	-1 . 0
7,00	-0 . 5556678
14,00	-0 . 00011222223444
18,00	0 . 000000111111334444
8,00	0 . 55556689

Stem width: ,10000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals PA2
Expected Normal
3
2
1
0
-1
-2
-3
-,15
-,10
-,05
,0000
,05
,10
,15
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals PA2
Dev from Normal
,3
,2
,1
,0000
-,1
-,2
-,15
-,10
-,05
,0000
,05
,10
Observed Value




```
COMPUTE sq_residuals_pa2=residuals_pa2 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_pa2
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,428	,183	,016	,00245

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	8	,000	1,093	,389
	Residual	,000	39	,000		
	Total	,000	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,135	,101		1,336
	Ln Sales in DDDs lagged one period	-,011	,007	-,329	-1,595
	Ln Detailing flow (calls)	,001	,002	,118	,466
	Ln Journal advertising flow	,000	,000	-,190	-1,244
	Ln Mailing flow	,000	,000	,142	,957
	Ln Detailing stock (calls)	,001	,003	,110	,332
	Ln Average drug price per DDD	,018	,048	,185	,386
	Drug age	7,294E-5	,000	,413	,763
	Printed material (% of times used in calls)	,002	,003	,104	,679

Coefficients

Model		Sig.
1	(Constant)	,189
	Ln Sales in DDDs lagged one period	,119
	Ln Detailing flow (calls)	,644
	Ln Journal advertising flow	,221
	Ln Mailing flow	,345
	Ln Detailing stock (calls)	,741
	Ln Average drug price per DDD	,702
	Drug age	,450
	Printed material (% of times used in calls)	,501

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779	,607	,527	,050536237

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	8	,019	7,538	,000
	Residual	,100	39	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,402	2,089		8,808
	Ln Sales in DDDs lagged one period	-,360	,146	-,353	-2,467
	Ln Detailing flow (calls)	,002	,040	,010	,056
	Ln Journal advertising flow	,003	,002	,160	1,511
	Ln Mailing flow	-,001	,003	-,030	-,291
	Ln Detailing stock (calls)	,076	,066	,263	1,148
	Ln Average drug price per DDD	-,637	,984	-,215	-,648
	Drug age	,005	,002	,974	2,591
	Printed material (% of times used in calls)	,145	,059	,263	2,469

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,018
	Ln Detailing flow (calls)	,956
	Ln Journal advertising flow	,139
	Ln Mailing flow	,772
	Ln Detailing stock (calls)	,258
	Ln Average drug price per DDD	,521
	Drug age	,013
	Printed material (% of times used in calls)	,018

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,03018951	14,30159760	14,19858654	,057243435	48
Residual	-,102518730	,092726015	,000000000	,046034802	48
Std. Predicted Value	-2,942	1,800	,000	1,000	48
Std. Residual	-2,029	1,835	,000	,911	48

```
COMPUTE sq_unst_pred_pa2=unstand_predi_pa2 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_pa2=unstand_predi_pa2 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
    sq_unst_pred_pa2
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Squared unstand. predicted values for PA2, Ln Mailing flow, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779	,607	,526	,050548127

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	8	,019	7,532	,000
	Residual	,100	39	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,097	4,845		1,465
	Ln Sales in DDDs lagged one period	-4,643E-5	,172	,000	,000
	Ln Detailing flow (calls)	9,514E-5	,040	,000	,002
	Ln Journal advertising flow	-2,669E-6	,002	,000	-,001
	Ln Mailing flow	6,534E-6	,003	,000	,002
	Ln Detailing stock (calls)	,000	,061	,002	,007
	Ln Average drug price per DDD	-,007	1,184	-,002	-,006
	Printed material (% of times used in calls)	,001	,086	,002	,011
	Squared unstand. predicted values for PA2	,035	,014	,778	2,587

Coefficients

Model		Sig.
1	(Constant)	,151
	Ln Sales in DDDs lagged one period	1,000
	Ln Detailing flow (calls)	,998
	Ln Journal advertising flow	,999
	Ln Mailing flow	,998
	Ln Detailing stock (calls)	,994
	Ln Average drug price per DDD	,995
	Printed material (% of times used in calls)	,992
	Squared unstand. predicted values for PA2	,014

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	35,695	,579	,566	,094	2,697E-6

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,03052616	14,30194187	14,19858654	,057234723	48
Residual	-,102439530	,092652299	,000000000	,046045632	48
Std. Predicted Value	-2,936	1,806	,000	1,000	48
Std. Residual	-2,027	1,833	,000	,911	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
    cub_unst_pred_pa2.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Cubed unstand. predicted values for PA2, Ln Mailing flow, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779	,607	,526	,050560273

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	8	,019	7,526	,000
	Residual	,100	39	,003		
	Total	,254	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,462	4,045		2,339
	Ln Sales in DDDs lagged one period	,000	,172	,000	-,001
	Ln Detailing flow (calls)	,000	,040	,001	,005
	Ln Journal advertising flow	-5,196E-6	,002	,000	-,002
	Ln Mailing flow	1,294E-5	,003	,000	,004
	Ln Detailing stock (calls)	,001	,061	,003	,015
	Ln Average drug price per DDD	-,015	1,183	-,005	-,012
	Printed material (% of times used in calls)	,002	,086	,003	,021
	Cubed unstand. predicted values for PA2	,002	,001	,777	2,583

Coefficients

Model		Sig.
1	(Constant)	,025
	Ln Sales in DDDs lagged one period	,999
	Ln Detailing flow (calls)	,996
	Ln Journal advertising flow	,998
	Ln Mailing flow	,997
	Ln Detailing stock (calls)	,988
	Ln Average drug price per DDD	,990
	Printed material (% of times used in calls)	,983
	Cubed unstand. predicted values for PA2	,014

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	18,299	,594	,556	,096	1,078E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=22 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=22 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
```

```
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753	,567	,221	,064195587

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,054	8	,007	1,637	,229
	Residual	,041	10	,004		
	Total	,095	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,935	7,208		2,766
	Ln Sales in DDDs lagged one period	-,287	,275	-,264	-1,044
	Ln Detailing flow (calls)	-,114	,152	-,210	-,753
	Ln Journal advertising flow	,002	,005	,093	,375
	Ln Mailing flow	-,002	,007	-,080	-,352
	Ln Detailing stock (calls)	,050	,398	,039	,126
	Ln Average drug price per DDD	-4,703	5,790	-,500	-,812
	Drug age	,003	,007	,223	,426
	Printed material (% of times used in calls)	,173	,106	,466	1,635

Coefficients

Model		Sig.
1	(Constant)	,020
	Ln Sales in DDDs lagged one period	,321
	Ln Detailing flow (calls)	,469
	Ln Journal advertising flow	,716
	Ln Mailing flow	,732
	Ln Detailing stock (calls)	,902
	Ln Average drug price per DDD	,436
	Drug age	,679
	Printed material (% of times used in calls)	,133

Period 2

```
USE ALL.
COMPUTE filter_$=(product=22 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=22 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Drug age, Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809	,655	,517	,037864605

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,054	8	,007	4,740	,002
	Residual	,029	20	,001		
	Total	,083	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	21,260	2,524		8,424
	Ln Sales in DDDs lagged one period	-,522	,168	-,513	-3,111
	Ln Detailing flow (calls)	-,045	,039	-,239	-1,154
	Ln Journal advertising flow	,007	,002	,525	3,411
	Ln Mailing flow	,000	,003	,013	,092
	Ln Detailing stock (calls)	,002	,098	,007	,017
	Ln Average drug price per DDD	1,208	1,080	,321	1,118
	Drug age	,006	,003	,991	2,394
	Printed material (% of times used in calls)	-,216	,126	-,265	-1,714

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,006
	Ln Detailing flow (calls)	,262
	Ln Journal advertising flow	,003
	Ln Mailing flow	,927
	Ln Detailing stock (calls)	,987
	Ln Average drug price per DDD	,277
	Drug age	,027
	Printed material (% of times used in calls)	,102

12.6. Product PA5

```
USE ALL.
COMPUTE filter_$=(product=25).
VARIABLE LABELS filter_$ 'product=25 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Drug age, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,731	,534	,189	,053187746	,534	1,547

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,144

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,731	,534	,218	,052229817	,534	1,688
2	,731	,534	,189	,053187746	,000	,001

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,101
2	1	27	,982

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	19	,005	1,688	,101
	Residual	,076	28	,003		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,443	4,886		1,728	,095
	Ln Sales in DDDs lagged one period	-,272	,172	-,265	-1,577	,126
	Ln Detailing flow (calls)	,080	,377	,450	,213	,833
	Ln Journal advertising flow	,002	,002	,132	,785	,439

	Ln Mailing flow	-,003	,004	-,112	-,655	,518
	Ln Competitive global marketing expenditures flow	,021	,064	,087	,332	,742
	Ln Detailing stock (calls)	-,075	,076	-,217	-,988	,331
	Ln Other marketing expenditures stock	-,015	,015	-,153	-,954	,348
	Ln Competitive global marketing expenditures stock	,529	,239	1,532	2,218	,035
	Ln Average drug price per DDD	3,899	8,991	1,621	,434	,668
	Ln Average competitors price per DDD	-2,419	1,869	-1,188	-1,294	,206
	Drug age	-,002	,012	-,549	-,195	,847
	Drug age^2	,000	,000	2,661	1,169	,252
	Ln Drug price x Ln Detailing flow	-,122	1,318	-,353	-,093	,927
	Ipad / Tablet (% of times used in calls)	,024	,097	,036	,249	,806
	Laptop based materials (% of times used in calls)	-,094	,257	-,064	-,368	,716
	Printed material (% of times used in calls)	,061	,063	,174	,982	,335
	Very useful (% of calls)	,073	,095	,126	,767	,450
	Increase / Will begin to prescribe (% of calls)	-,020	,075	-,041	-,261	,796
	Ln Avg number of products presented during the calls	,032	,100	,056	,323	,749
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,004	,022	,982	,004

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,483

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,730	,533	,243	,051377997	,533	1,838
2	,731	,534	,189	,053187746	,001	,030

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	18	29	,070
2	2	27	,970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	18	,005	1,838	,070
	Residual	,077	29	,003		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,473	4,805		1,764	,088
	Ln Sales in DDDs lagged one period	-,273	,170	-,266	-1,608	,119
	Ln Detailing flow (calls)	,067	,367	,376	,183	,856
	Ln Journal advertising flow	,002	,002	,132	,800	,430
	Ln Mailing flow	-,003	,004	-,115	-,687	,498
	Ln Competitive global marketing expenditures flow	,022	,063	,091	,353	,726
	Ln Detailing stock (calls)	-,074	,074	-,213	-,988	,331
	Ln Other marketing expenditures stock	-,014	,015	-,150	-,952	,349
	Ln Competitive global marketing expenditures stock	,533	,234	1,542	2,274	,031
	Ln Average drug price per DDD	3,471	8,681	1,443	,400	,692
	Ln Average competitors price per DDD	-2,348	1,817	-1,153	-1,292	,206
	Drug age	-,002	,012	-,464	-,169	,867
	Drug age^2	,000	,000	2,584	1,165	,253
	Ln Drug price x Ln Detailing flow	-,074	1,283	-,215	-,058	,954
	Laptop based materials (% of times used in calls)	-,100	,251	-,067	-,398	,694
	Printed material (% of times used in calls)	,063	,061	,177	1,021	,316
	Very useful (% of calls)	,070	,093	,122	,756	,456
	Increase / Will begin to prescribe (% of calls)	-,019	,074	-,039	-,251	,804
	Ln Avg number of products presented during the calls	,031	,098	,053	,315	,755
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747

	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,003	,016	,987	,003
	Ipad / Tablet (% of times used in calls)	,036	,249	,806	,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,484
	Ipad / Tablet (% of times used in calls)	,781

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det laptop
    printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,729	,532	,267	,050569222	,532	2,005
2	,731	,534	,189	,053187746	,002	,040

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,047
2	3	27	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	17	,005	2,005	,047
	Residual	,077	30	,003		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,417	4,724		1,782	,085
	Ln Sales in DDDs lagged one period	-,272	,167	-,265	-1,630	,114
	Ln Detailing flow (calls)	,080	,357	,449	,224	,824
	Ln Journal advertising flow	,002	,002	,119	,772	,446
	Ln Mailing flow	-,003	,004	-,116	-,701	,489
	Ln Competitive global marketing expenditures flow	,025	,061	,100	,401	,691
	Ln Detailing stock (calls)	-,074	,073	-,213	-1,005	,323
	Ln Other marketing expenditures stock	-,014	,015	-,147	-,952	,349
	Ln Competitive global marketing expenditures stock	,528	,230	1,530	2,298	,029
	Ln Average drug price per DDD	3,782	8,457	1,572	,447	,658

	Ln Average competitors price per DDD	-2,370	1,786	-1,164	-1,327	,195
	Drug age	-,002	,011	-,512	-,190	,851
	Drug age^2	,000	,000	2,595	1,189	,244
	Ln Drug price x Ln Detailing flow	-,121	1,249	-,350	-,097	,923
	Laptop based materials (% of times used in calls)	-,097	,247	-,065	-,393	,697
	Printed material (% of times used in calls)	,061	,060	,173	1,017	,317
	Very useful (% of calls)	,066	,090	,114	,732	,470
	Ln Avg number of products presented during the calls	,029	,096	,049	,298	,768
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,013	,072	,943	,013
	Ipad / Tablet (% of times used in calls)	,034	,238	,814	,044
	Increase / Will begin to prescribe (% of calls)	-,039	-,251	,804	-,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,509
	Ipad / Tablet (% of times used in calls)	,783
	Increase / Will begin to prescribe (% of calls)	,663

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det laptop
    printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Very useful (% of calls), Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,728	,530	,288	,049820439	,530	2,189
2	,731	,534	,189	,053187746	,003	,050

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	16	31	,030
2	4	27	,995

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,087	16	,005	2,189	,030
	Residual	,077	31	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,193	4,595		1,783	,084
	Ln Sales in DDDs lagged one period	-,276	,164	-,269	-1,682	,103
	Ln Detailing flow (calls)	,108	,340	,604	,318	,753
	Ln Journal advertising flow	,002	,002	,123	,807	,426
	Ln Mailing flow	-,003	,004	-,122	-,752	,458
	Ln Competitive global marketing expenditures flow	,029	,059	,117	,487	,630
	Ln Detailing stock (calls)	-,072	,072	-,209	-1,005	,323
	Ln Other marketing expenditures stock	-,014	,014	-,145	-,957	,346
	Ln Competitive global marketing expenditures stock	,533	,226	1,543	2,357	,025
	Ln Average drug price per DDD	4,284	8,165	1,781	,525	,604
	Ln Average competitors price per DDD	-2,298	1,744	-1,129	-1,318	,197
	Drug age	-,002	,011	-,526	-,198	,844
	Drug age^2	,000	,000	2,586	1,203	,238
	Ln Drug price x Ln Detailing flow	-,216	1,190	-,625	-,182	,857
	Laptop based materials (% of times used in calls)	-,104	,242	-,070	-,431	,670
	Printed material (% of times used in calls)	,062	,059	,177	1,059	,298
	Very useful (% of calls)	,064	,088	,111	,728	,472
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228

	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,010	,057	,955	,010
	Ipad / Tablet (% of times used in calls)	,032	,226	,823	,041
	Increase / Will begin to prescribe (% of calls)	-,035	-,227	,822	-,041
	Ln Avg number of products presented during the calls	,049	,298	,768	,054

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,511
	Ipad / Tablet (% of times used in calls)	,785
	Increase / Will begin to prescribe (% of calls)	,668
	Ln Avg number of products presented during the calls	,567

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det printed
    very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Very useful (% of calls), Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Drug age^2, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,726	,528	,306	,049182239	,528	2,383
2	,731	,534	,189	,053187746	,006	,072

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,019
2	5	27	,996

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,086	15	,006	2,383	,019
	Residual	,077	32	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,738	4,361		2,004	,054
	Ln Sales in DDDs lagged one period	-,291	,158	-,283	-1,837	,076
	Ln Detailing flow (calls)	,099	,335	,555	,296	,769
	Ln Journal advertising flow	,002	,002	,134	,908	,371
	Ln Mailing flow	-,003	,003	-,136	-,873	,389
	Ln Competitive global marketing expenditures flow	,024	,057	,097	,417	,679
	Ln Detailing stock (calls)	-,069	,071	-,199	-,975	,337
	Ln Other marketing expenditures stock	-,015	,014	-,157	-1,069	,293
	Ln Competitive global marketing expenditures stock	,512	,218	1,483	2,348	,025

	Ln Average drug price per DDD	3,995	8,033	1,661	,497	,622
	Ln Average competitors price per DDD	-2,146	1,686	-1,054	-1,273	,212
	Drug age	-,002	,011	-,428	-,164	,871
	Drug age^2	,000	,000	2,479	1,176	,248
	Ln Drug price x Ln Detailing flow	-,175	1,171	-,505	-,149	,882
	Printed material (% of times used in calls)	,064	,058	,183	1,110	,275
	Very useful (% of calls)	,066	,087	,114	,754	,456
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,023	,135	,893	,024
	Ipad / Tablet (% of times used in calls)	,037	,265	,793	,048
	Laptop based materials (% of times used in calls)	-,070	-,431	,670	-,077
	Increase / Will begin to prescribe (% of calls)	-,031	-,206	,838	-,037
	Ln Avg number of products presented during the calls	,056	,343	,734	,061

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,528
	Ipad / Tablet (% of times used in calls)	,791
	Laptop based materials (% of times used in calls)	,569
	Increase / Will begin to prescribe (% of calls)	,670
	Ln Avg number of products presented during the calls	,573

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Very useful (% of calls), Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,725	,525	,324	,048562791	,525	2,606
2	,731	,534	,189	,053187746	,009	,085

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	14	33	,012
2	6	27	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,086	14	,006	2,606	,012
	Residual	,078	33	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,405	4,006		2,348	,025
	Ln Sales in DDDs lagged one period	-,304	,153	-,296	-1,981	,056
	Ln Detailing flow (calls)	,112	,329	,627	,340	,736
	Ln Journal advertising flow	,002	,002	,142	,986	,331
	Ln Mailing flow	-,003	,003	-,145	-,946	,351
	Ln Detailing stock (calls)	-,066	,069	-,191	-,953	,348
	Ln Other marketing expenditures stock	-,014	,014	-,148	-1,031	,310
	Ln Competitive global marketing expenditures stock	,493	,211	1,428	2,341	,025
	Ln Average drug price per DDD	4,311	7,897	1,792	,546	,589
	Ln Average competitors price per DDD	-2,269	1,639	-1,115	-1,385	,175
	Drug age	-,003	,011	-,606	-,238	,813
	Drug age^2	,000	,000	2,522	1,213	,234
	Ln Drug price x Ln Detailing flow	-,200	1,154	-,577	-,173	,864
	Printed material (% of times used in calls)	,064	,057	,182	1,123	,270
	Very useful (% of calls)	,076	,082	,131	,916	,366
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458

	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,010	,058	,954	,010
	Ln Competitive global marketing expenditures flow	,097	,417	,679	,074
	Ipad / Tablet (% of times used in calls)	,038	,279	,782	,049
	Laptop based materials (% of times used in calls)	-,055	-,348	,730	-,061
	Increase / Will begin to prescribe (% of calls)	-,039	-,266	,792	-,047
	Ln Avg number of products presented during the calls	,067	,427	,672	,075

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,547
	Ln Competitive global marketing expenditures flow	,272
	Ipad / Tablet (% of times used in calls)	,792
	Laptop based materials (% of times used in calls)	,590
	Increase / Will begin to prescribe (% of calls)	,685
	Ln Avg number of products presented during the calls	,598

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,716	,513	,327	,048447471	,513	2,755
2	,731	,534	,189	,053187746	,021	,173

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,009
2	7	27	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,084	13	,006	2,755	,009
	Residual	,080	34	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,247	3,993		2,316	,027
	Ln Sales in DDDs lagged one period	-,307	,153	-,299	-2,008	,053
	Ln Detailing flow (calls)	,207	,312	1,162	,666	,510
	Ln Journal advertising flow	,002	,002	,119	,838	,408
	Ln Mailing flow	-,003	,003	-,137	-,900	,374
	Ln Detailing stock (calls)	-,054	,068	-,157	-,796	,432
	Ln Other marketing expenditures stock	-,015	,014	-,161	-1,127	,268
	Ln Competitive global marketing expenditures stock	,460	,207	1,331	2,221	,033

	Ln Average drug price per DDD	6,369	7,552	2,648	,843	,405
	Ln Average competitors price per DDD	-2,126	1,627	-1,044	-1,306	,200
	Drug age	-,002	,011	-,356	-,141	,889
	Drug age^2	8,814E-5	,000	2,168	1,064	,295
	Ln Drug price x Ln Detailing flow	-,537	1,091	-1,551	-,492	,626
	Printed material (% of times used in calls)	,049	,055	,140	,902	,373
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,007	-,042	,966	-,007
	Ln Competitive global marketing expenditures flow	,146	,655	,517	,113
	Ipad / Tablet (% of times used in calls)	,026	,193	,848	,034
	Laptop based materials (% of times used in calls)	-,053	-,333	,741	-,058
	Very useful (% of calls)	,131	,916	,366	,157
	Increase / Will begin to prescribe (% of calls)	-,018	-,123	,903	-,021
	Ln Avg number of products presented during the calls	,068	,435	,667	,075

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,554
	Ln Competitive global marketing expenditures flow	,295
	Ipad / Tablet (% of times used in calls)	,799
	Laptop based materials (% of times used in calls)	,590
	Very useful (% of calls)	,701
	Increase / Will begin to prescribe (% of calls)	,702
	Ln Avg number of products presented during the calls	,598

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,708	,501	,330	,048318711	,501	2,933
2	,731	,534	,189	,053187746	,033	,236

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,006
2	8	27	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,082	12	,007	2,933	,006
	Residual	,082	35	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,855	3,959		2,237	,032
	Ln Sales in DDDs lagged one period	-,320	,152	-,312	-2,112	,042
	Ln Detailing flow (calls)	,340	,274	1,905	1,242	,223
	Ln Journal advertising flow	,001	,002	,104	,743	,462
	Ln Mailing flow	-,003	,003	-,123	-,812	,422
	Ln Detailing stock (calls)	-,038	,066	-,110	-,582	,565
	Ln Other marketing expenditures stock	-,014	,013	-,153	-1,074	,290
	Ln Competitive global marketing expenditures stock	,430	,204	1,244	2,109	,042
	Ln Average drug price per DDD	9,834	6,486	4,088	1,516	,138
	Ln Average competitors price per DDD	-2,367	1,601	-1,162	-1,478	,148
	Drug age	-,002	,011	-,358	-,142	,888
	Drug age^2	8,456E-5	,000	2,080	1,024	,313
	Ln Drug price x Ln Detailing flow	-1,014	,952	-2,929	-1,065	,294
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Drug age^2	,000	,000	2,659	1,146	,262
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747

	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,047	-,304	,763	-,052
	Ln Competitive global marketing expenditures flow	,128	,577	,568	,098
	Ipad / Tablet (% of times used in calls)	,040	,298	,768	,051
	Laptop based materials (% of times used in calls)	-,064	-,411	,684	-,070
	Printed material (% of times used in calls)	,140	,902	,373	,153
	Very useful (% of calls)	,086	,621	,539	,106
	Increase / Will begin to prescribe (% of calls)	-,009	-,061	,952	-,010
	Ln Avg number of products presented during the calls	,079	,509	,614	,087

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,607
	Ln Competitive global marketing expenditures flow	,297
	Ipad / Tablet (% of times used in calls)	,810
	Laptop based materials (% of times used in calls)	,595
	Printed material (% of times used in calls)	,593
	Very useful (% of calls)	,763
	Increase / Will begin to prescribe (% of calls)	,705
	Ln Avg number of products presented during the calls	,602

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,697	,486	,330	,048351682	,486	3,100
2	,731	,534	,189	,053187746	,047	,306

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,005
2	9	27	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,080	11	,007	3,100	,005
	Residual	,084	36	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,865	3,451		1,989	,054
	Ln Sales in DDDs lagged one period	-,290	,149	-,282	-1,946	,059
	Ln Detailing flow (calls)	,384	,271	2,148	1,417	,165
	Ln Journal advertising flow	,002	,002	,119	,848	,402
	Ln Mailing flow	-,004	,003	-,181	-1,295	,204
	Ln Detailing stock (calls)	-,028	,065	-,082	-,438	,664
	Ln Other marketing expenditures stock	-,017	,013	-,181	-1,297	,203
	Ln Competitive global marketing expenditures stock	,485	,197	1,404	2,467	,019

	Ln Average drug price per DDD	9,998	6,488	4,156	1,541	,132
	Ln Average competitors price per DDD	-1,035	,935	-,508	-1,107	,276
	Drug age	,009	,003	2,104	2,825	,008
	Ln Drug price x Ln Detailing flow	-1,152	,943	-3,328	-1,221	,230
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age	-,002	,012	-,546	-,190	,850
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Drug age^2	,000	,000	2,659	1,146	,262
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,038	-,247	,807	-,042
	Ln Competitive global marketing expenditures flow	,127	,576	,569	,097
	Drug age^2	2,080	1,024	,313	,171
	Ipad / Tablet (% of times used in calls)	,021	,158	,875	,027
	Laptop based materials (% of times used in calls)	-,044	-,281	,781	-,047
	Printed material (% of times used in calls)	,132	,851	,401	,142
	Very useful (% of calls)	,060	,443	,661	,075
	Increase / Will begin to prescribe (% of calls)	-,019	-,129	,898	-,022
	Ln Avg number of products presented during the calls	,076	,488	,629	,082

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,608
	Ln Competitive global marketing expenditures flow	,297
	Drug age^2	,003
	Ipad / Tablet (% of times used in calls)	,825
	Laptop based materials (% of times used in calls)	,604
	Printed material (% of times used in calls)	,595
	Very useful (% of calls)	,784
	Increase / Will begin to prescribe (% of calls)	,708
	Ln Avg number of products presented during the calls	,603

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd drug_age price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,685	,469	,325	,048498394	,469	3,267
2	,731	,534	,189	,053187746	,065	,376

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	10	37	,004
2	10	27	,946

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,077	10	,008	3,267	,004
	Residual	,087	37	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,569	3,256		1,710	,096
	Ln Sales in DDDs lagged one period	-,285	,149	-,278	-1,909	,064
	Ln Detailing flow (calls)	,358	,271	2,006	1,324	,194
	Ln Journal advertising flow	,001	,002	,104	,745	,461
	Ln Mailing flow	-,004	,003	-,184	-1,316	,196
	Ln Detailing stock (calls)	-,042	,064	-,122	-,661	,512
	Ln Other marketing expenditures stock	-,018	,013	-,187	-1,335	,190
	Ln Competitive global marketing expenditures stock	,586	,175	1,696	3,351	,002
	Ln Average drug price per DDD	8,348	6,334	3,470	1,318	,196
	Drug age	,010	,003	2,464	3,667	,001
	Ln Drug price x Ln Detailing flow	-1,060	,943	-3,064	-1,125	,268
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Drug age	-,002	,012	-,546	-,190	,850
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age^2	,000	,000	2,659	1,146	,262
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809

	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,011	-,072	,943	-,012
	Ln Competitive global marketing expenditures flow	,174	,807	,425	,133
	Ln Average competitors price per DDD	-,508	-1,107	,276	-,181
	Drug age^2	-,358	-,297	,768	-,049
	Ipad / Tablet (% of times used in calls)	,013	,100	,921	,017
	Laptop based materials (% of times used in calls)	-,007	-,046	,964	-,008
	Printed material (% of times used in calls)	,171	1,175	,248	,192
	Very useful (% of calls)	,059	,434	,667	,072
	Increase / Will begin to prescribe (% of calls)	-,031	-,218	,829	-,036
	Ln Avg number of products presented during the calls	,048	,310	,758	,052

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,624
	Ln Competitive global marketing expenditures flow	,312
	Ln Average competitors price per DDD	,068
	Drug age^2	,010
	Ipad / Tablet (% of times used in calls)	,828
	Laptop based materials (% of times used in calls)	,632
	Printed material (% of times used in calls)	,668
	Very useful (% of calls)	,784
	Increase / Will begin to prescribe (% of calls)	,713
	Ln Avg number of products presented during the calls	,618

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,666	,443	,312	,048995102	,443	3,363
2	,731	,534	,189	,053187746	,091	,477

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,004
2	11	27	,901

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,073	9	,008	3,363	,004
	Residual	,091	38	,002		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,658	3,185		2,091	,043
	Ln Sales in DDDs lagged one period	-,295	,150	-,288	-1,961	,057
	Ln Detailing flow (calls)	,332	,273	1,859	1,218	,231
	Ln Journal advertising flow	,001	,002	,053	,388	,700
	Ln Mailing flow	-,004	,003	-,187	-1,323	,194
	Ln Detailing stock (calls)	-,035	,064	-,103	-,552	,584
	Ln Competitive global marketing expenditures stock	,512	,167	1,481	3,055	,004
	Ln Average drug price per DDD	8,066	6,395	3,353	1,261	,215

	Drug age	,010	,003	2,372	3,512	,001
	Ln Drug price x Ln Detailing flow	-,970	,950	-2,804	-1,022	,313
2	(Constant)	8,369	5,991		1,397	,174
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Drug age	-,002	,012	-,546	-,190	,850
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age^2	,000	,000	2,659	1,146	,262
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458
	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,056	-,369	,714	-,061
	Ln Competitive global marketing expenditures flow	,142	,655	,516	,107
	Ln Other marketing expenditures stock	-,187	-1,335	,190	-,214
	Ln Average competitors price per DDD	-,530	-1,146	,259	-,185
	Drug age^2	-,221	-,182	,857	-,030
	Ipad / Tablet (% of times used in calls)	-,006	-,044	,965	-,007
	Laptop based materials (% of times used in calls)	-,041	-,271	,788	-,044
	Printed material (% of times used in calls)	,159	1,081	,287	,175
	Very useful (% of calls)	,073	,532	,598	,087
	Increase / Will begin to prescribe (% of calls)	-,013	-,090	,928	-,015
	Ln Avg number of products presented during the calls	,035	,226	,823	,037

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,658
	Ln Competitive global marketing expenditures flow	,316
	Ln Other marketing expenditures stock	,734
	Ln Average competitors price per DDD	,068
	Drug age^2	,010
	Ipad / Tablet (% of times used in calls)	,838
	Laptop based materials (% of times used in calls)	,651
	Printed material (% of times used in calls)	,670
	Very useful (% of calls)	,789
	Increase / Will begin to prescribe (% of calls)	,719
	Ln Avg number of products presented during the calls	,620

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
    price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,622	,387	,261	,050751530	,387	3,078
2	,731	,534	,189	,053187746	,147	,709

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	8	39	,009
2	12	27	,730

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,063	8	,008	3,078	,009
	Residual	,100	39	,003		
	Total	,164	47			
2	Regression	,087	20	,004	1,547	,144
	Residual	,076	27	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,796	3,149		1,523	,136
	Ln Detailing flow (calls)	,257	,280	1,437	,918	,364
	Ln Journal advertising flow	,001	,002	,055	,390	,699
	Ln Mailing flow	-,006	,003	-,260	-1,836	,074
	Ln Detailing stock (calls)	-,054	,066	-,157	-,826	,414
	Ln Competitive global marketing expenditures stock	,421	,167	1,219	2,525	,016
	Ln Average drug price per DDD	6,284	6,557	2,612	,958	,344
	Drug age	,009	,003	2,079	3,047	,004
	Ln Drug price x Ln Detailing flow	-,694	,973	-2,005	-,713	,480
2	(Constant)	8,369	5,991		1,397	,174
	Ln Detailing flow (calls)	,078	,395	,438	,198	,845
	Ln Journal advertising flow	,002	,002	,133	,761	,453
	Ln Mailing flow	-,003	,004	-,113	-,636	,530
	Ln Detailing stock (calls)	-,076	,082	-,219	-,925	,363
	Ln Competitive global marketing expenditures stock	,530	,246	1,535	2,154	,040
	Ln Average drug price per DDD	3,829	9,674	1,591	,396	,695
	Drug age	-,002	,012	-,546	-,190	,850
	Ln Drug price x Ln Detailing flow	-,114	1,394	-,328	-,081	,936
	Ln Sales in DDDs lagged one period	-,270	,193	-,263	-1,398	,173
	Ln Sales in DDDs lagged two periods	,004	,190	,004	,022	,982
	Ln Competitive global marketing expenditures flow	,022	,066	,088	,325	,747
	Ln Other marketing expenditures stock	-,015	,016	-,154	-,896	,378
	Ln Average competitors price per DDD	-2,409	1,954	-1,183	-1,233	,228
	Drug age^2	,000	,000	2,659	1,146	,262
	Ipad / Tablet (% of times used in calls)	,024	,099	,036	,245	,809
	Laptop based materials (% of times used in calls)	-,093	,267	-,063	-,349	,730
	Printed material (% of times used in calls)	,062	,067	,175	,922	,365
	Very useful (% of calls)	,073	,097	,126	,753	,458

	Increase / Will begin to prescribe (% of calls)	-,019	,079	-,041	-,245	,809
	Ln Avg number of products presented during the calls	,032	,102	,056	,318	,753

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,288	-1,961	,057	-,303
	Ln Sales in DDDs lagged two periods	,044	,296	,769	,048
	Ln Competitive global marketing expenditures flow	,210	,956	,345	,153
	Ln Other marketing expenditures stock	-,201	-1,389	,173	-,220
	Ln Average competitors price per DDD	-,505	-1,051	,300	-,168
	Drug age^2	-,429	-,344	,733	-,056
	Ipad / Tablet (% of times used in calls)	,013	,093	,927	,015
	Laptop based materials (% of times used in calls)	-,101	-,661	,512	-,107
	Printed material (% of times used in calls)	,184	1,216	,232	,194
	Very useful (% of calls)	,082	,576	,568	,093
	Increase / Will begin to prescribe (% of calls)	-,003	-,019	,985	-,003
	Ln Avg number of products presented during the calls	,080	,502	,618	,081

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,681
	Ln Sales in DDDs lagged two periods	,743
	Ln Competitive global marketing expenditures flow	,326
	Ln Other marketing expenditures stock	,736
	Ln Average competitors price per DDD	,068
	Drug age^2	,010
	Ipad / Tablet (% of times used in calls)	,842
	Laptop based materials (% of times used in calls)	,683
	Printed material (% of times used in calls)	,676
	Very useful (% of calls)	,790
	Increase / Will begin to prescribe (% of calls)	,720
	Ln Avg number of products presented during the calls	,635

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
    price_x_det.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,622	,387	,261	,050751530

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,063	8	,008	3,078	,009
	Residual	,100	39	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4,796	3,149		1,523
	Ln Detailing flow (calls)	,257	,280	1,437	,918
	Ln Journal advertising flow	,001	,002	,055	,390
	Ln Mailing flow	-,006	,003	-,260	-1,836
	Ln Detailing stock (calls)	-,054	,066	-,157	-,826
	Ln Competitive global marketing expenditures stock	,421	,167	1,219	2,525
	Ln Average drug price per DDD	6,284	6,557	2,612	,958
	Drug age	,009	,003	2,079	3,047
	Ln Drug price x Ln Detailing flow	-,694	,973	-2,005	-,713

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,136		
	Ln Detailing flow (calls)	,364	,006	155,992
	Ln Journal advertising flow	,699	,797	1,255
	Ln Mailing flow	,074	,784	1,276
	Ln Detailing stock (calls)	,414	,433	2,307
	Ln Competitive global marketing expenditures stock	,016	,067	14,827
	Ln Average drug price per DDD	,344	,002	472,674
	Drug age	,004	,034	29,611
	Ln Drug price x Ln Detailing flow	,480	,002	502,954

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,697	1,000	,00	,00	,00
	2	,736	3,233	,00	,00	,00
	3	,500	3,923	,00	,00	,76
	4	,063	11,019	,00	,00	,07
	5	,003	52,359	,00	,00	,01
	6	,000	127,446	,00	,01	,14
	7	,000	204,515	,00	,00	,01
	8	7,482E-6	1014,223	,05	,29	,01
	9	2,776E-6	1665,196	,94	,70	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,76	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,10	,00	,00	,00	,03
	5	,01	,01	,00	,00	,00
	6	,07	,01	,00	,01	,42
	7	,01	,86	,00	,00	,11
	8	,05	,05	,56	,32	,29
	9	,00	,07	,43	,67	,16

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Drug price x Ln Detailing flow
1	1	,00
	2	,00
	3	,00
	4	,00
	5	,00
	6	,00
	7	,00
	8	,32
	9	,68

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616	,379	,270	,050438863

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,062	7	,009	3,488	,005
	Residual	,102	40	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,294	2,332		2,699
	Ln Detailing flow (calls)	,058	,025	,325	2,343
	Ln Journal advertising flow	,001	,002	,050	,357
	Ln Mailing flow	-,006	,003	-,273	-1,956
	Ln Detailing stock (calls)	-,049	,065	-,143	-,760
	Ln Competitive global marketing expenditures stock	,406	,164	1,176	2,470
	Ln Average drug price per DDD	1,675	1,101	,696	1,522
	Drug age	,009	,003	2,080	3,067

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,010		
	Ln Detailing flow (calls)	,024	,807	1,240
	Ln Journal advertising flow	,723	,799	1,252
	Ln Mailing flow	,058	,797	1,255
	Ln Detailing stock (calls)	,452	,438	2,282
	Ln Competitive global marketing expenditures stock	,018	,069	14,593
	Ln Average drug price per DDD	,136	,074	13,487
	Drug age	,004	,034	29,611

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,710	1,000	,00	,00	,01
	2	,735	3,021	,00	,00	,00
	3	,497	3,675	,00	,00	,76
	4	,056	10,955	,00	,00	,08
	5	,002	63,812	,00	,92	,00
	6	,000	144,093	,00	,01	,15
	7	,000	193,773	,01	,00	,00
	8	4,857E-6	1175,360	,99	,06	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,77	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,10	,00	,00	,00	,03
	5	,00	,01	,00	,01	,02
	6	,08	,05	,00	,99	,42
	7	,00	,83	,01	,00	,06
	8	,04	,11	,99	,00	,47

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616	,379	,270	,050438863

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,062	7	,009	3,488	,005
	Residual	,102	40	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,294	2,332		2,699
	Ln Detailing flow (calls)	,058	,025	,325	2,343
	Ln Journal advertising flow	,001	,002	,050	,357
	Ln Mailing flow	-,006	,003	-,273	-1,956
	Ln Detailing stock (calls)	-,049	,065	-,143	-,760
	Ln Competitive global marketing expenditures stock	,406	,164	1,176	2,470
	Ln Average drug price per DDD	1,675	1,101	,696	1,522
	Drug age	,009	,003	2,080	3,067

Coefficients

Model		Sig.
1	(Constant)	,010
	Ln Detailing flow (calls)	,024
	Ln Journal advertising flow	,723
	Ln Mailing flow	,058
	Ln Detailing stock (calls)	,452
	Ln Competitive global marketing expenditures stock	,018
	Ln Average drug price per DDD	,136
	Drug age	,004

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,01186085	13,14389706	13,06883271	,036354606	48
Residual	-,085772432	,112312824	,000000000	,046531425	48
Std. Predicted Value	-1,567	2,065	,000	1,000	48
Std. Residual	-1,701	2,227	,000	,923	48

```
COMPUTE sq_residuals_pa4=residuals_pa4 ** 2.
EXECUTE.
EXAMINE VARIABLES=residuals_pa5
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals PA5	48	100,0%	0	0,0%	48	100,0%

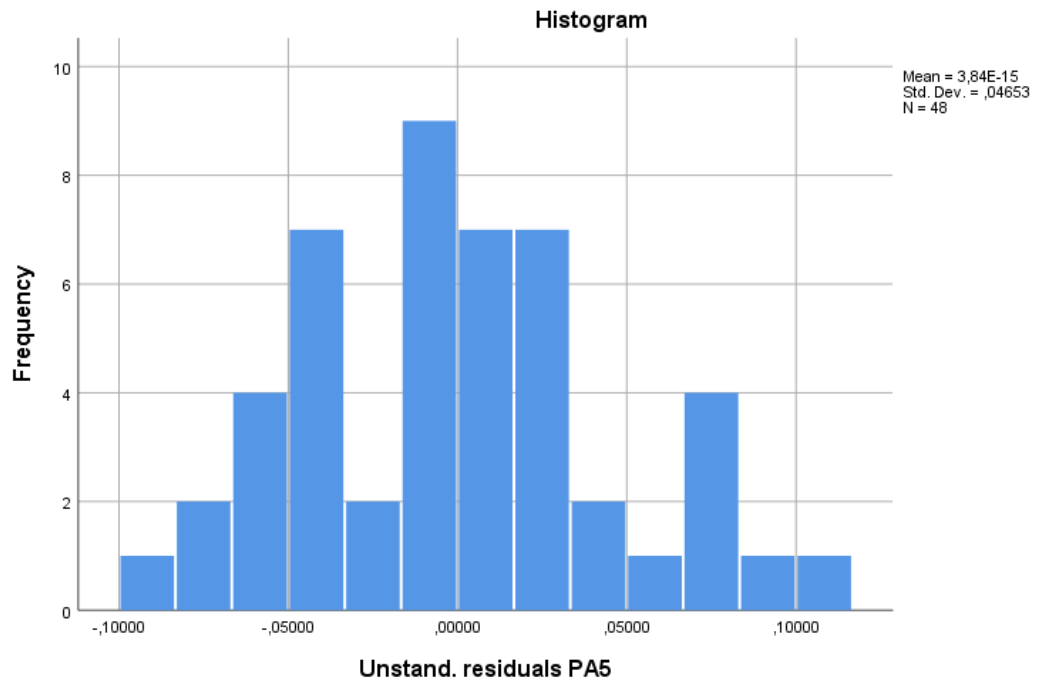
Descriptives

			Statistic	Std. Error
Unstand. residuals PA5	Mean		,0000000	,00671623
	95% Confidence Interval for Mean	Lower Bound	-,0135113	
		Upper Bound	,0135113	
	5% Trimmed Mean		-,0011268	
	Median		-,0004138	
	Variance		,002	
	Std. Deviation		,04653142	
	Minimum		-,08577	
	Maximum		,11231	
	Range		,19809	
	Interquartile Range		,06477	
	Skewness		,319	,343
	Kurtosis		-,324	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals PA5	,067	48	,200	,977	48	,453

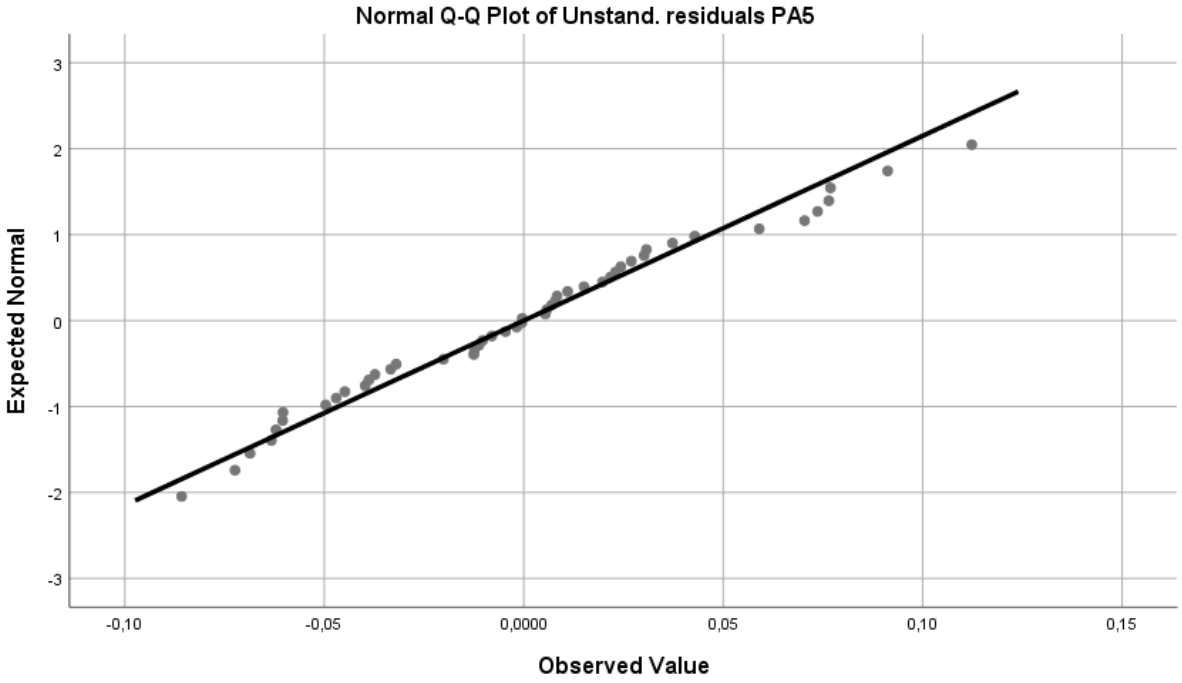
Unstand. residuals PA5

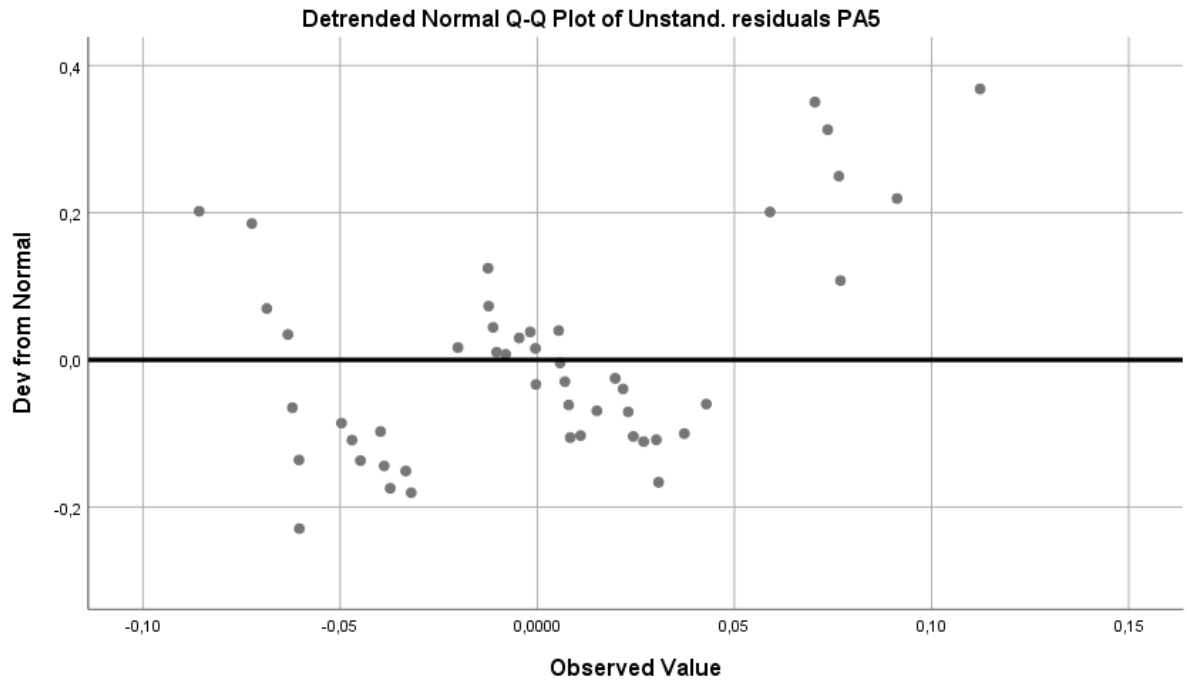


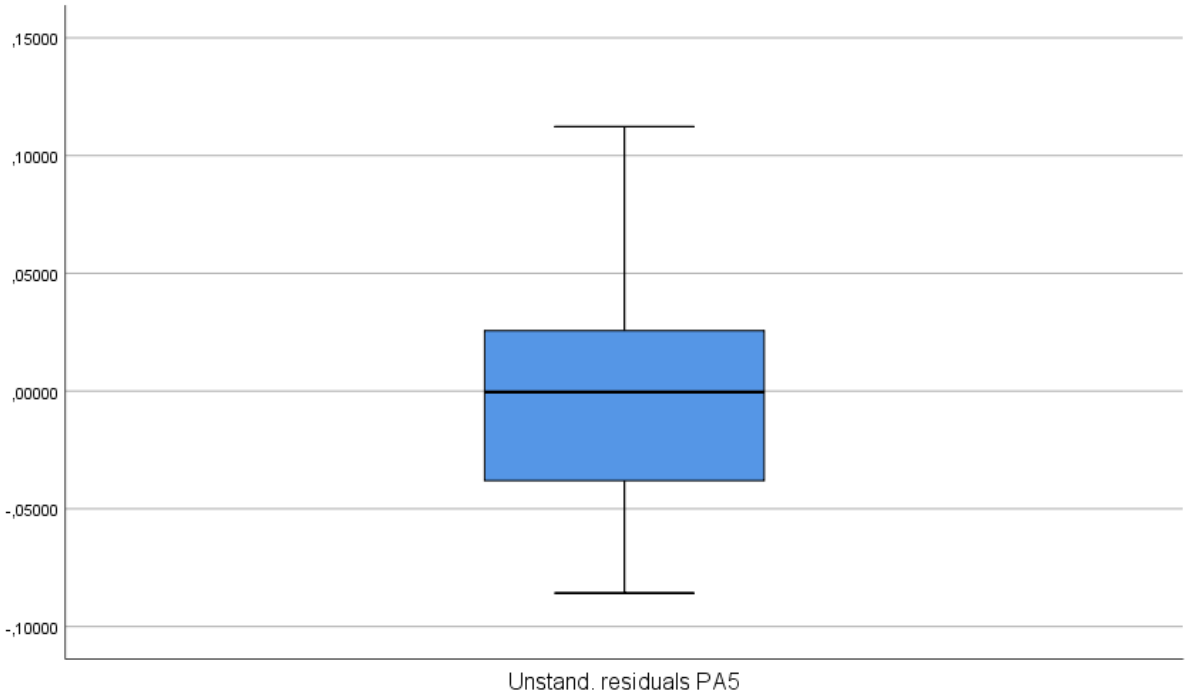
Unstand. residuals PA5 Stem-and-Leaf Plot

Frequency	Stem & Leaf
7,00	-0 . 6666678
18,00	-0 . 000001111233333444
16,00	0 . 0000011122223334
6,00	0 . 577779
1,00	1 . 1

Stem width: ,10000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_pa5
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,446	,199	,059	,00262

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	7	,000	1,421	,224
	Residual	,000	40	,000		
	Total	,000	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,098	,121		-,808
	Ln Detailing flow (calls)	,002	,001	,275	1,743
	Ln Journal advertising flow	-2,519E-5	,000	-,039	-,248
	Ln Mailing flow	,000	,000	,109	,690
	Ln Detailing stock (calls)	,001	,003	,063	,295
	Ln Competitive global marketing expenditures stock	,006	,009	,411	,761
	Ln Average drug price per DDD	-,042	,057	-,383	-,738
	Drug age	-8,088E-5	,000	-,420	-,545

Coefficients

Model		Sig.
1	(Constant)	,424
	Ln Detailing flow (calls)	,089
	Ln Journal advertising flow	,805
	Ln Mailing flow	,494
	Ln Detailing stock (calls)	,769
	Ln Competitive global marketing expenditures stock	,451
	Ln Average drug price per DDD	,465
	Drug age	,589

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616	,379	,270	,050438863

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,062	7	,009	3,488	,005
	Residual	,102	40	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,294	2,332		2,699
	Ln Detailing flow (calls)	,058	,025	,325	2,343
	Ln Journal advertising flow	,001	,002	,050	,357
	Ln Mailing flow	-,006	,003	-,273	-1,956
	Ln Detailing stock (calls)	-,049	,065	-,143	-,760
	Ln Competitive global marketing expenditures stock	,406	,164	1,176	2,470
	Ln Average drug price per DDD	1,675	1,101	,696	1,522
	Drug age	,009	,003	2,080	3,067

Coefficients

Model		Sig.
1	(Constant)	,010
	Ln Detailing flow (calls)	,024
	Ln Journal advertising flow	,723
	Ln Mailing flow	,058
	Ln Detailing stock (calls)	,452
	Ln Competitive global marketing expenditures stock	,018
	Ln Average drug price per DDD	,136
	Drug age	,004

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,01186085	13,14389706	13,06883271	,036354606	48
Residual	-,085772432	,112312824	,000000000	,046531425	48
Std. Predicted Value	-1,567	2,065	,000	1,000	48
Std. Residual	-1,701	2,227	,000	,923	48

```
COMPUTE sq_unst_pred_pa5=unstand_predi_pa5 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_pa5=unstand_predi_pa5 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
    sq_unst_pred_pa5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for PA3, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616	,379	,270	,050436867

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,062	7	,009	3,489	,005
	Residual	,102	40	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,537	2,277		2,870
	Ln Detailing flow (calls)	-3,198E-6	,032	,000	,000
	Ln Journal advertising flow	2,954E-6	,002	,000	,002
	Ln Mailing flow	1,077E-6	,003	,000	,000
	Ln Detailing stock (calls)	,000	,057	,000	-,002
	Ln Competitive global marketing expenditures stock	-8,066E-6	,125	,000	,000
	Ln Average drug price per DDD	,000	,853	,000	,000
	Squared unstand. predicted values for PA3	,038	,012	,616	3,068

Coefficients

Model		Sig.
1	(Constant)	,007
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,999
	Ln Mailing flow	1,000
	Ln Detailing stock (calls)	,998
	Ln Competitive global marketing expenditures stock	1,000
	Ln Average drug price per DDD	1,000
	Squared unstand. predicted values for PA3	,004

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-82,160	-,246	,807	-,039	1,420E-7

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
    cub_unst_pred_pa5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for PA3, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616	,379	,270	,050434933

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,062	7	,009	3,490	,005
	Residual	,102	40	,003		
	Total	,164	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,716	1,871		4,658
	Ln Detailing flow (calls)	-5,829E-6	,032	,000	,000
	Ln Journal advertising flow	5,902E-6	,002	,000	,003
	Ln Mailing flow	2,123E-6	,003	,000	,001
	Ln Detailing stock (calls)	,000	,057	-,001	-,004
	Ln Competitive global marketing expenditures stock	-1,546E-5	,125	,000	,000
	Ln Average drug price per DDD	-,001	,853	,000	-,001
	Cubed unstand. predicted values for PA3	,002	,001	,616	3,068

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,998
	Ln Mailing flow	,999
	Ln Detailing stock (calls)	,997
	Ln Competitive global marketing expenditures stock	1,000
	Ln Average drug price per DDD	,999
	Cubed unstand. predicted values for PA3	,004

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-39,883	-,238	,813	-,038	5,683E-7

Period 1

```
USE ALL.
COMPUTE filter_$=(product=25 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=25 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,620	,384	-,008	,066616902

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,030	7	,004	,979	,492
	Residual	,049	11	,004		
	Total	,079	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,375	7,609		,969
	Ln Detailing flow (calls)	,057	,054	,262	1,055
	Ln Journal advertising flow	-,004	,008	-,233	-,415
	Ln Mailing flow	-,002	,006	-,089	-,314
	Ln Detailing stock (calls)	,021	,162	,036	,130
	Ln Competitive global marketing expenditures stock	,440	,424	,481	1,037
	Ln Average drug price per DDD	-4,048	5,849	-,478	-,692
	Drug age	,001	,014	,116	,099

Coefficients

Model		Sig.
1	(Constant)	,353
	Ln Detailing flow (calls)	,314
	Ln Journal advertising flow	,686
	Ln Mailing flow	,759
	Ln Detailing stock (calls)	,899
	Ln Competitive global marketing expenditures stock	,322
	Ln Average drug price per DDD	,503
	Drug age	,923

Period 2

```
USE ALL.
COMPUTE filter_$=(product=25 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=25 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826	,683	,577	,033961711

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,052	7	,007	6,455	,000
	Residual	,024	21	,001		
	Total	,076	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,365	2,290		3,216
	Ln Detailing flow (calls)	,064	,022	,408	2,856
	Ln Journal advertising flow	,006	,002	,451	3,001
	Ln Mailing flow	-,013	,003	-,566	-3,945
	Ln Detailing stock (calls)	-,099	,057	-,316	-1,747
	Ln Competitive global marketing expenditures stock	,329	,167	,779	1,977
	Ln Average drug price per DDD	2,498	,904	,679	2,763
	Drug age	,011	,003	1,765	4,161

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Detailing flow (calls)	,009
	Ln Journal advertising flow	,007
	Ln Mailing flow	,001
	Ln Detailing stock (calls)	,095
	Ln Competitive global marketing expenditures stock	,061
	Ln Average drug price per DDD	,012
	Drug age	,000

12.7. Product HE1

```
USE ALL.
COMPUTE filter_$=(product=31).
VARIABLE LABELS filter_$ 'product=31 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Mailing flow, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,957	,916	,859	,042623693	,916	16,091

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,957	,916	,864	,041884432	,916	17,590
2	,957	,916	,859	,042623693	,000	,003

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	1	28	,958

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,555	18	,031	17,590	,000
	Residual	,051	29	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,237	4,006		7,298	,000
	Ln Sales in DDDs lagged one period	-,707	,166	-,700	-4,252	,000
	Ln Sales in DDDs lagged two periods	-,460	,166	-,476	-2,768	,010
	Ln Detailing flow (calls)	,020	,021	,118	,972	,339
	Ln Journal advertising flow	-,003	,003	-,052	-,766	,450
	Ln Mailing flow	-,008	,005	-,117	-1,688	,102
	Ln Competitive global marketing expenditures flow	-,083	,031	-,241	-2,666	,012

	Ln Detailing stock (calls)	,065	,040	,325	1,649	,110
	Ln Other marketing expenditures stock	,007	,009	,076	,739	,466
	Ln Competitive global marketing expenditures stock	,028	,049	,049	,578	,568
	Ln Average drug price per DDD	-,085	1,621	-,020	-,052	,959
	Ln Average competitors price per DDD	-,064	,213	-,042	-,299	,767
	Drug age	,044	,015	5,445	2,971	,006
	Drug age^2	,000	,000	-3,278	-1,759	,089
	Ipad / Tablet (% of times used in calls)	,067	,136	,045	,489	,628
	Laptop based materials (% of times used in calls)	,076	,170	,032	,447	,658
	Printed material (% of times used in calls)	,067	,063	,089	1,067	,295
	Very useful (% of calls)	-,073	,071	-,088	-1,027	,313
	Ln Avg number of products presented during the calls	,093	,070	,120	1,333	,193
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Increase / Will begin to prescribe (% of calls)	-,004	-,053	,958	-,010

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Increase / Will begin to prescribe (% of calls)	,662

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq
ipad_tablet laptop printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,957	,916	,868	,041243928	,916	19,202
2	,957	,916	,859	,042623693	,000	,045

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	17	30	,000
2	2	28	,956

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,555	17	,033	19,202	,000
	Residual	,051	30	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,507	3,844		7,676	,000
	Ln Sales in DDDs lagged one period	-,706	,164	-,699	-4,311	,000
	Ln Sales in DDDs lagged two periods	-,467	,162	-,483	-2,881	,007
	Ln Detailing flow (calls)	,022	,020	,127	1,090	,285
	Ln Journal advertising flow	-,003	,003	-,053	-,796	,432
	Ln Mailing flow	-,008	,004	-,117	-1,721	,095
	Ln Competitive global marketing expenditures flow	-,087	,027	-,254	-3,275	,003
	Ln Detailing stock (calls)	,066	,039	,327	1,685	,102
	Ln Other marketing expenditures stock	,008	,008	,087	,928	,361
	Ln Competitive global marketing expenditures stock	,031	,047	,055	,668	,509
	Ln Average drug price per DDD	,136	1,421	,032	,096	,925
	Drug age	,045	,014	5,546	3,128	,004
	Drug age^2	,000	,000	-3,296	-1,798	,082
	Ipad / Tablet (% of times used in calls)	,072	,133	,048	,540	,593
	Laptop based materials (% of times used in calls)	,079	,167	,033	,473	,640
	Printed material (% of times used in calls)	,076	,054	,101	1,404	,171
	Very useful (% of calls)	-,077	,068	-,093	-1,124	,270
	Ln Avg number of products presented during the calls	,099	,067	,127	1,487	,147
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961

	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,042	-,299	,767	-,055
	Increase / Will begin to prescribe (% of calls)	-,005	-,072	,943	-,013

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,150
	Increase / Will begin to prescribe (% of calls)	,665

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq
ipad_tablet printed very_useful
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,957	,915	,871	,040724052	,915	20,912
2	,957	,916	,859	,042623693	,001	,099

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	3	28	,960

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,555	16	,035	20,912	,000
	Residual	,051	31	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,573	3,793		7,797	,000
	Ln Sales in DDDs lagged one period	-,729	,154	-,721	-4,721	,000
	Ln Sales in DDDs lagged two periods	-,454	,158	-,469	-2,879	,007
	Ln Detailing flow (calls)	,020	,019	,118	1,040	,306
	Ln Journal advertising flow	-,002	,003	-,050	-,764	,451
	Ln Mailing flow	-,008	,004	-,122	-1,827	,077
	Ln Competitive global marketing expenditures flow	-,087	,026	-,254	-3,322	,002
	Ln Detailing stock (calls)	,062	,038	,309	1,644	,110
	Ln Other marketing expenditures stock	,008	,008	,094	1,018	,316
	Ln Competitive global marketing expenditures stock	,030	,046	,052	,641	,526
	Ln Average drug price per DDD	-,033	1,358	-,008	-,024	,981
	Drug age	,045	,014	5,607	3,211	,003
	Drug age^2	,000	,000	-3,408	-1,898	,067
	Ipad / Tablet (% of times used in calls)	,056	,127	,038	,441	,662
	Printed material (% of times used in calls)	,071	,052	,094	1,352	,186

	Very useful (% of calls)	-,066	,064	-,080	-1,037	,308
	Ln Avg number of products presented during the calls	,086	,060	,111	1,436	,161
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,045	-,330	,743	-,060
	Laptop based materials (% of times used in calls)	,033	,473	,640	,086
	Increase / Will begin to prescribe (% of calls)	-,005	-,078	,939	-,014

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,151
	Laptop based materials (% of times used in calls)	,574
	Increase / Will begin to prescribe (% of calls)	,665

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
```

```
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd drug_age drug_age_sq
printed very_useful
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,956	,915	,875	,040208175	,915	22,869
2	,957	,916	,859	,042623693	,001	,119

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	4	28	,975

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,555	15	,037	22,869	,000
	Residual	,052	32	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,237	3,669		7,969	,000
	Ln Sales in DDDs lagged one period	-,724	,152	-,716	-4,761	,000
	Ln Sales in DDDs lagged two periods	-,437	,151	-,451	-2,893	,007
	Ln Detailing flow (calls)	,019	,019	,109	,990	,330
	Ln Journal advertising flow	-,002	,003	-,050	-,773	,445
	Ln Mailing flow	-,008	,004	-,117	-1,802	,081
	Ln Competitive global marketing expenditures flow	-,086	,026	-,251	-3,337	,002
	Ln Detailing stock (calls)	,063	,037	,315	1,699	,099
	Ln Other marketing expenditures stock	,009	,008	,099	1,101	,279
	Ln Competitive global marketing expenditures stock	,029	,045	,051	,641	,526
	Ln Average drug price per DDD	-,127	1,324	-,030	-,096	,924
	Drug age	,044	,013	5,380	3,265	,003
	Drug age^2	,000	,000	-3,204	-1,871	,071
	Printed material (% of times used in calls)	,077	,050	,102	1,544	,132
	Very useful (% of calls)	-,060	,061	-,072	-,976	,336
	Ln Avg number of products presented during the calls	,082	,059	,106	1,405	,170
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	-,051	-,384	,704	-,069
	Ipad / Tablet (% of times used in calls)	,038	,441	,662	,079
	Laptop based materials (% of times used in calls)	,024	,352	,727	,063
	Increase / Will begin to prescribe (% of calls)	-,007	-,115	,909	-,021

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	,153
	Ipad / Tablet (% of times used in calls)	,374
	Laptop based materials (% of times used in calls)	,613
	Increase / Will begin to prescribe (% of calls)	,670

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock avg_price_ddd drug_age drug_age_sq printed very_useful
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Mailing flow, Ln Detailing stock (calls), Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,956	,914	,877	,039847294	,914	24,918
2	,957	,916	,859	,042623693	,003	,168

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	5	28	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,554	14	,040	24,918	,000
	Residual	,052	33	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	29,883	3,496		8,549	,000
	Ln Sales in DDDs lagged one period	-,741	,148	-,733	-5,001	,000
	Ln Sales in DDDs lagged two periods	-,467	,142	-,483	-3,286	,002
	Ln Detailing flow (calls)	,017	,018	,101	,928	,360
	Ln Journal advertising flow	-,002	,003	-,047	-,732	,469
	Ln Mailing flow	-,007	,004	-,109	-1,728	,093
	Ln Competitive global marketing expenditures flow	-,083	,025	-,240	-3,305	,002
	Ln Detailing stock (calls)	,063	,037	,314	1,710	,097
	Ln Other marketing expenditures stock	,010	,008	,108	1,228	,228
	Ln Average drug price per DDD	-,473	1,198	-,112	-,395	,695
	Drug age	,048	,012	5,866	4,046	,000
	Drug age^2	,000	,000	-3,746	-2,539	,016
	Printed material (% of times used in calls)	,070	,048	,093	1,453	,156
	Very useful (% of calls)	-,062	,061	-,075	-1,027	,312
	Ln Avg number of products presented during the calls	,073	,056	,094	1,302	,202
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008

	Drug age^2	,000	,000	-3,295	-1,713	,098
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,051	,641	,526	,113
	Ln Average competitors price per DDD	-,066	-,513	,612	-,090
	Ipad / Tablet (% of times used in calls)	,037	,432	,669	,076
	Laptop based materials (% of times used in calls)	,020	,309	,759	,055
	Increase / Will begin to prescribe (% of calls)	-,014	-,222	,826	-,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,417
	Ln Average competitors price per DDD	,160
	Ipad / Tablet (% of times used in calls)	,374
	Laptop based materials (% of times used in calls)	,616
	Increase / Will begin to prescribe (% of calls)	,689

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    avg_price_ddd drug_age drug_age_sq printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Very useful (% of calls), Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,955	,912	,879	,039574448	,912	27,165
2	,957	,916	,859	,042623693	,004	,218

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	6	28	,968

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,553	13	,043	27,165	,000
	Residual	,053	34	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	30,479	3,376		9,027	,000
	Ln Sales in DDDs lagged one period	-,758	,145	-,750	-5,211	,000
	Ln Sales in DDDs lagged two periods	-,490	,137	-,507	-3,568	,001
	Ln Detailing flow (calls)	,015	,018	,086	,814	,421
	Ln Mailing flow	-,007	,004	-,110	-1,759	,088
	Ln Competitive global marketing expenditures flow	-,087	,024	-,254	-3,649	,001
	Ln Detailing stock (calls)	,060	,036	,298	1,645	,109
	Ln Other marketing expenditures stock	,011	,008	,121	1,413	,167

	Ln Average drug price per DDD	-,516	1,188	-,122	-,434	,667
	Drug age	,049	,011	6,090	4,327	,000
	Drug age^2	,000	,000	-3,992	-2,799	,008
	Printed material (% of times used in calls)	,058	,045	,077	1,288	,207
	Very useful (% of calls)	-,062	,060	-,074	-1,025	,313
	Ln Avg number of products presented during the calls	,068	,056	,088	1,229	,227
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,047	-,732	,469	-,126
	Ln Competitive global marketing expenditures stock	,046	,586	,562	,101
	Ln Average competitors price per DDD	-,070	-,541	,592	-,094
	Ipad / Tablet (% of times used in calls)	,037	,436	,666	,076
	Laptop based materials (% of times used in calls)	,016	,246	,808	,043
	Increase / Will begin to prescribe (% of calls)	-,010	-,166	,869	-,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,632
	Ln Competitive global marketing expenditures stock	,420
	Ln Average competitors price per DDD	,160
	Ipad / Tablet (% of times used in calls)	,374
	Laptop based materials (% of times used in calls)	,621
	Increase / Will begin to prescribe (% of calls)	,694

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    avg_price_ddd drug_age drug_age_sq printed avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Drug age^2
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,954	,909	,878	,039602999	,909	29,299
2	,957	,916	,859	,042623693	,007	,316

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	7	28	,940

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,551	12	,046	29,299	,000
	Residual	,055	35	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	29,940	3,338		8,970	,000
	Ln Sales in DDDs lagged one period	-,730	,143	-,723	-5,107	,000
	Ln Sales in DDDs lagged two periods	-,447	,131	-,462	-3,416	,002
	Ln Detailing flow (calls)	,013	,018	,075	,715	,480
	Ln Mailing flow	-,008	,004	-,128	-2,122	,041
	Ln Competitive global marketing expenditures flow	-,084	,024	-,244	-3,533	,001
	Ln Detailing stock (calls)	,063	,036	,312	1,731	,092
	Ln Other marketing expenditures stock	,012	,007	,137	1,630	,112
	Ln Average drug price per DDD	-,112	1,122	-,027	-,100	,921
	Drug age	,043	,010	5,295	4,504	,000
	Drug age^2	,000	,000	-3,187	-2,675	,011
	Printed material (% of times used in calls)	,065	,044	,086	1,455	,155
	Ln Avg number of products presented during the calls	,050	,053	,065	,954	,346
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774

	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,046	-,719	,477	-,122
	Ln Competitive global marketing expenditures stock	,051	,649	,521	,111
	Ln Average competitors price per DDD	-,090	-,711	,482	-,121
	Ipad / Tablet (% of times used in calls)	,016	,198	,844	,034
	Laptop based materials (% of times used in calls)	-,003	-,055	,957	-,009
	Very useful (% of calls)	-,074	-1,025	,313	-,173
	Increase / Will begin to prescribe (% of calls)	-,021	-,342	,734	-,059

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,632
	Ln Competitive global marketing expenditures stock	,421
	Ln Average competitors price per DDD	,165
	Ipad / Tablet (% of times used in calls)	,394
	Laptop based materials (% of times used in calls)	,677
	Very useful (% of calls)	,492
	Increase / Will begin to prescribe (% of calls)	,716

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    avg_price_ddd drug_age drug_age_sq printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Mailing flow, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age^2, Drug age
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Journal advertising flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,907	,879	,039553942	,907	31,959
2	,957	,916	,859	,042623693	,009	,375

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	8	28	,925

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,550	11	,050	31,959	,000
	Residual	,056	36	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,826	3,331		8,953	,000
	Ln Sales in DDDs lagged one period	-,743	,142	-,735	-5,224	,000
	Ln Sales in DDDs lagged two periods	-,436	,130	-,450	-3,349	,002
	Ln Detailing flow (calls)	,004	,015	,024	,266	,792
	Ln Mailing flow	-,009	,004	-,141	-2,393	,022
	Ln Competitive global marketing expenditures flow	-,080	,023	-,234	-3,435	,002
	Ln Detailing stock (calls)	,060	,036	,298	1,659	,106
	Ln Other marketing expenditures stock	,011	,007	,121	1,471	,150
	Ln Average drug price per DDD	-,342	1,095	-,081	-,312	,757
	Drug age	,045	,009	5,522	4,802	,000
	Drug age^2	,000	,000	-3,515	-3,083	,004
	Printed material (% of times used in calls)	,065	,044	,087	1,468	,151
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114

	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,038	-,593	,557	-,100
	Ln Competitive global marketing expenditures stock	,029	,383	,704	,065
	Ln Average competitors price per DDD	-,106	-,853	,399	-,143
	Ipad / Tablet (% of times used in calls)	,010	,124	,902	,021
	Laptop based materials (% of times used in calls)	-,019	-,322	,749	-,054
	Very useful (% of calls)	-,046	-,667	,509	-,112
	Increase / Will begin to prescribe (% of calls)	-,010	-,161	,873	-,027
	Ln Avg number of products presented during the calls	,065	,954	,346	,159

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,642
	Ln Competitive global marketing expenditures stock	,451
	Ln Average competitors price per DDD	,169
	Ipad / Tablet (% of times used in calls)	,396
	Laptop based materials (% of times used in calls)	,737
	Very useful (% of calls)	,546
	Increase / Will begin to prescribe (% of calls)	,741
	Ln Avg number of products presented during the calls	,562

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    avg_price_ddd drug_age drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,949	,902	,875	,040166402	,902	33,882
2	,957	,916	,859	,042623693	,015	,540

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	9	28	,833

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,547	10	,055	33,882	,000
	Residual	,060	37	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30,745	3,323		9,253	,000
	Ln Sales in DDDs lagged one period	-,779	,142	-,771	-5,472	,000
	Ln Sales in DDDs lagged two periods	-,469	,130	-,485	-3,603	,001
	Ln Detailing flow (calls)	,009	,015	,051	,561	,578
	Ln Mailing flow	-,010	,004	-,145	-2,432	,020
	Ln Competitive global marketing expenditures flow	-,085	,024	-,247	-3,603	,001
	Ln Detailing stock (calls)	,071	,036	,353	1,981	,055
	Ln Other marketing expenditures stock	,011	,007	,127	1,522	,137
	Ln Average drug price per DDD	-,164	1,105	-,039	-,149	,883
	Drug age	,049	,009	6,009	5,375	,000
	Drug age^2	,000	,000	-3,825	-3,362	,002
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,003	-,051	,960	-,008
	Ln Competitive global marketing expenditures stock	,007	,097	,923	,016
	Ln Average competitors price per DDD	-,158	-1,487	,146	-,241

	Ipad / Tablet (% of times used in calls)	,039	,486	,630	,081
	Laptop based materials (% of times used in calls)	-,041	-,697	,490	-,115
	Printed material (% of times used in calls)	,087	1,468	,151	,238
	Very useful (% of calls)	-,059	-,851	,401	-,140
	Increase / Will begin to prescribe (% of calls)	-,022	-,360	,721	-,060
	Ln Avg number of products presented during the calls	,066	,957	,345	,157

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,730
	Ln Competitive global marketing expenditures stock	,468
	Ln Average competitors price per DDD	,228
	Ipad / Tablet (% of times used in calls)	,424
	Laptop based materials (% of times used in calls)	,796
	Printed material (% of times used in calls)	,738
	Very useful (% of calls)	,556
	Increase / Will begin to prescribe (% of calls)	,756
	Ln Avg number of products presented during the calls	,562

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock
    avg_price_ddd drug_age drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,946	,895	,871	,040855689	,895	36,138
2	,957	,916	,859	,042623693	,021	,691

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,724

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,543	9	,060	36,138	,000
	Residual	,063	38	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,780	3,318		8,976	,000
	Ln Sales in DDDs lagged one period	-,751	,144	-,743	-5,231	,000
	Ln Sales in DDDs lagged two periods	-,441	,131	-,455	-3,363	,002
	Ln Detailing flow (calls)	,007	,016	,042	,463	,646
	Ln Mailing flow	-,009	,004	-,142	-2,336	,025
	Ln Competitive global marketing expenditures flow	-,074	,023	-,217	-3,247	,002
	Ln Detailing stock (calls)	,084	,035	,416	2,360	,023
	Ln Average drug price per DDD	,072	1,113	,017	,065	,949
	Drug age	,053	,009	6,518	6,007	,000
	Drug age^2	,000	,000	-4,213	-3,737	,001
2	(Constant)	29,291	4,203		6,969	,000
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961
	Drug age	,044	,015	5,466	2,863	,008
	Drug age^2	,000	,000	-3,295	-1,713	,098
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457

	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Journal advertising flow	-,021	-,344	,733	-,056
	Ln Other marketing expenditures stock	,127	1,522	,137	,243
	Ln Competitive global marketing expenditures stock	,029	,380	,706	,062
	Ln Average competitors price per DDD	-,193	-1,990	,054	-,311
	Ipad / Tablet (% of times used in calls)	,053	,653	,518	,107
	Laptop based materials (% of times used in calls)	-,035	-,587	,561	-,096
	Printed material (% of times used in calls)	,091	1,519	,137	,242
	Very useful (% of calls)	-,080	-1,186	,243	-,191
	Increase / Will begin to prescribe (% of calls)	-,032	-,521	,605	-,085
	Ln Avg number of products presented during the calls	,043	,619	,540	,101

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Journal advertising flow	,760
	Ln Other marketing expenditures stock	,380
	Ln Competitive global marketing expenditures stock	,486
	Ln Average competitors price per DDD	,272
	Ipad / Tablet (% of times used in calls)	,431
	Laptop based materials (% of times used in calls)	,799
	Printed material (% of times used in calls)	,740
	Very useful (% of calls)	,592
	Increase / Will begin to prescribe (% of calls)	,766
	Ln Avg number of products presented during the calls	,586

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock
    avg_price_ddd drug_age drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,946	,895	,871	,040855689	,895	36,138
2	,957	,916	,859	,042623693	,021	,691

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,724

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,543	9	,060	36,138	,000
	Residual	,063	38	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	29,780	3,318		8,976	,000		
	Ln Sales in DDDs lagged one period	-,751	,144	-,743	-5,231	,000	,136	7,332
	Ln Sales in DDDs lagged two periods	-,441	,131	-,455	-3,363	,002	,150	6,664
	Ln Detailing flow (calls)	,007	,016	,042	,463	,646	,328	3,052
	Ln Mailing flow	-,009	,004	-,142	-2,336	,025	,750	1,334
	Ln Competitive global marketing expenditures flow	-,074	,023	-,217	-3,247	,002	,618	1,619
	Ln Detailing stock (calls)	,084	,035	,416	2,360	,023	,088	11,304
	Ln Average drug price per DDD	,072	1,113	,017	,065	,949	,040	25,221
	Drug age	,053	,009	6,518	6,007	,000	,002	427,703
	Drug age^2	,000	,000	-4,213	-3,737	,001	,002	461,832
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584

	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-,021	-,344	,733	-,056	,760
	Ln Other marketing expenditures stock	,127	1,522	,137	,243	,380
	Ln Competitive global marketing expenditures stock	,029	,380	,706	,062	,486
	Ln Average competitors price per DDD	-,193	-1,990	,054	-,311	,272
	Ipad / Tablet (% of times used in calls)	,053	,653	,518	,107	,431
	Laptop based materials (% of times used in calls)	-,035	-,587	,561	-,096	,799
	Printed material (% of times used in calls)	,091	1,519	,137	,242	,740
	Very useful (% of calls)	-,080	-1,186	,243	-,191	,592
	Increase / Will begin to prescribe (% of calls)	-,032	-,521	,605	-,085	,766
	Ln Avg number of products presented during the calls	,043	,619	,540	,101	,586

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Journal advertising flow	1,315	,002
	Ln Other marketing expenditures stock	2,630	,002
	Ln Competitive global marketing expenditures stock	2,057	,002
	Ln Average competitors price per DDD	3,677	,002
	Ipad / Tablet (% of times used in calls)	2,323	,002
	Laptop based materials (% of times used in calls)	1,252	,002
	Printed material (% of times used in calls)	1,351	,002
	Very useful (% of calls)	1,690	,001
	Increase / Will begin to prescribe (% of calls)	1,305	,002
	Ln Avg number of products presented during the calls	1,707	,002

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Sales in DDDs lagged two periods
1	1	8,930	1,000	,00	,00	,00
	2	,933	3,093	,00	,00	,00
	3	,132	8,210	,00	,00	,00
	4	,003	55,427	,00	,00	,00
	5	,001	129,823	,00	,00	,00
	6	,000	134,315	,00	,00	,00
	7	,000	276,136	,00	,00	,00
	8	2,701E-5	575,020	,01	,01	,05

	9	1,633E-5	739,465	,00	,24	,27
	10	2,050E-6	2086,913	,99	,75	,68
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,00
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,00
	13	,001	124,422	,00	,00	,00
	14	,000	185,169	,00	,00	,00
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,00
	17	4,727E-5	584,723	,00	,00	,01
	18	1,420E-5	1066,838	,01	,01	,09
	19	1,031E-5	1252,045	,00	,33	,15
	20	1,380E-6	3422,492	,98	,66	,75

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing flow (calls)	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,75	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,87	,02	,01	,00	,00
	5	,11	,08	,48	,31	,00
	6	,00	,03	,11	,41	,01
	7	,01	,11	,13	,09	,05
	8	,01	,00	,00	,07	,89
	9	,00	,01	,03	,00	,03
	10	,00	,00	,23	,11	,02
2	1	,00	,00	,00	,00	,00
	2	,00	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,00	,17	,00	,00	,00
	5	,00	,02	,00	,00	,00
	6	,00	,05	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,11	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,82	,00	,01	,01	,00
	13	,02	,01	,03	,00	,00
	14	,02	,14	,17	,50	,00
	15	,00	,02	,31	,34	,01
	16	,03	,00	,09	,00	,00
	17	,02	,03	,07	,01	,07
	18	,00	,02	,09	,08	,62
	19	,07	,00	,00	,02	,29
	20	,00	,01	,22	,04	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Drug age	Drug age^2	Ln Journal advertising flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00	,00			
	2	,00	,00			
	3	,00	,00			
	4	,00	,00			
	5	,00	,00			
	6	,01	,00			
	7	,35	,32			
	8	,30	,55			
	9	,01	,03			
	10	,32	,09			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,26	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,10	,00	,00
	5	,00	,00	,31	,00	,00
	6	,00	,00	,03	,00	,00
	7	,00	,00	,04	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,02	,01	,00
	10	,00	,00	,02	,05	,00
	11	,00	,00	,03	,33	,00
	12	,00	,00	,05	,02	,00
	13	,00	,00	,04	,04	,00
	14	,00	,00	,00	,01	,00
	15	,00	,00	,04	,37	,01
	16	,00	,00	,00	,03	,66
	17	,31	,25	,00	,06	,00
	18	,23	,43	,01	,03	,24
	19	,01	,06	,00	,00	,02
	20	,44	,26	,04	,05	,07

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00

	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00
	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,43	,02	,01	,18	,00
	14	,03	,01	,02	,00	,01
	15	,14	,01	,02	,07	,00
	16	,00	,01	,00	,00	,08
	17	,19	,09	,00	,00	,09
	18	,08	,00	,00	,06	,09
	19	,09	,08	,23	,04	,03
	20	,03	,03	,00	,06	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35
	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
```

```
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock
    avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Very useful (% of calls), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,926	,857	,828	,047159383	,857	29,203
2	,957	,916	,859	,042623693	,059	1,795

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	11	28	,103

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,520	8	,065	29,203	,000
	Residual	,087	39	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	27,010	3,733		7,236	,000		
	Ln Sales in DDDs lagged one period	-,550	,154	-,544	-3,580	,001	,159	6,304
	Ln Sales in DDDs lagged two periods	-,297	,145	-,307	-2,056	,047	,164	6,093
	Ln Detailing flow (calls)	,003	,018	,016	,156	,877	,330	3,035
	Ln Mailing flow	-,007	,005	-,103	-1,498	,142	,772	1,296
	Ln Competitive global marketing expenditures flow	-,044	,025	-,127	-1,770	,084	,709	1,411
	Ln Detailing stock (calls)	,127	,039	,632	3,284	,002	,099	10,095
	Ln Average drug price per DDD	2,433	1,057	,576	2,300	,027	,059	17,094
	Drug age	,022	,004	2,741	6,010	,000	,018	56,722
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509

	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-,069	-1,022	,313	-,164	,801
	Ln Other marketing expenditures stock	,190	2,072	,045	,319	,400
	Ln Competitive global marketing expenditures stock	,143	1,967	,056	,304	,646
	Ln Average competitors price per DDD	-,273	-2,612	,013	-,390	,291
	Drug age^2	-4,213	-3,737	,001	-,518	,002
	Ipad / Tablet (% of times used in calls)	-,005	-,051	,960	-,008	,446
	Laptop based materials (% of times used in calls)	,021	,319	,751	,052	,854
	Printed material (% of times used in calls)	,132	1,988	,054	,307	,771
	Very useful (% of calls)	,062	,948	,349	,152	,856
	Increase / Will begin to prescribe (% of calls)	,035	,520	,606	,084	,840
	Ln Avg number of products presented during the calls	,103	1,362	,181	,216	,626

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Journal advertising flow	1,249	,018
	Ln Other marketing expenditures stock	2,497	,016
	Ln Competitive global marketing expenditures stock	1,548	,018
	Ln Average competitors price per DDD	3,434	,012
	Drug age^2	461,832	,002
	Ipad / Tablet (% of times used in calls)	2,240	,018
	Laptop based materials (% of times used in calls)	1,171	,017
	Printed material (% of times used in calls)	1,297	,015
	Very useful (% of calls)	1,169	,018
	Increase / Will begin to prescribe (% of calls)	1,190	,017
	Ln Avg number of products presented during the calls	1,597	,017

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Sales in DDDs lagged two periods
1	1	8,022	1,000	,00	,00	,00
	2	,932	2,934	,00	,00	,00
	3	,043	13,709	,00	,00	,00
	4	,002	56,905	,00	,00	,00
	5	,001	123,838	,00	,00	,00
	6	,000	128,691	,00	,00	,00
	7	5,257E-5	390,644	,00	,02	,02
	8	1,658E-5	695,545	,00	,26	,32
	9	2,236E-6	1893,868	1,00	,72	,65

2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,00
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,00
	13	,001	124,422	,00	,00	,00
	14	,000	185,169	,00	,00	,00
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,00
	17	4,727E-5	584,723	,00	,00	,01
	18	1,420E-5	1066,838	,01	,01	,09
	19	1,031E-5	1252,045	,00	,33	,15
	20	1,380E-6	3422,492	,98	,66	,75

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing flow (calls)	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,77	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,89	,03	,02	,02	,00
	5	,08	,05	,68	,15	,00
	6	,01	,05	,02	,58	,01
	7	,00	,09	,07	,01	,84
	8	,00	,01	,03	,00	,00
	9	,00	,01	,18	,23	,15
2	1	,00	,00	,00	,00	,00
	2	,00	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,00	,17	,00	,00	,00
	5	,00	,02	,00	,00	,00
	6	,00	,05	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,11	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,82	,00	,01	,01	,00
	13	,02	,01	,03	,00	,00
	14	,02	,14	,17	,50	,00
	15	,00	,02	,31	,34	,01
	16	,03	,00	,09	,00	,00
	17	,02	,03	,07	,01	,07
	18	,00	,02	,09	,08	,62
	19	,07	,00	,00	,02	,29
	20	,00	,01	,22	,04	,00

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age	Ln Journal advertising flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00				
	2	,00				
	3	,01				
	4	,02				
	5	,00				
	6	,14				
	7	,12				
	8	,00				
	9	,71				
2	1	,00	,00	,00	,00	,00
	2	,00	,26	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,10	,00	,00	,00
	5	,00	,31	,00	,00	,00
	6	,00	,03	,00	,00	,00
	7	,00	,04	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,02	,01	,00	,00
	10	,00	,02	,05	,00	,00
	11	,00	,03	,33	,00	,00
	12	,00	,05	,02	,00	,00
	13	,00	,04	,04	,00	,43
	14	,00	,00	,01	,00	,03
	15	,00	,04	,37	,01	,14
	16	,00	,00	,03	,66	,00
	17	,31	,00	,06	,00	,19
	18	,23	,01	,03	,24	,08
	19	,01	,00	,00	,02	,09
	20	,44	,04	,05	,07	,03

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00
	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00

	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,00	,02	,01	,18	,00
	14	,00	,01	,02	,00	,01
	15	,00	,01	,02	,07	,00
	16	,00	,01	,00	,00	,08
	17	,25	,09	,00	,00	,09
	18	,43	,00	,00	,06	,09
	19	,06	,08	,23	,04	,03
	20	,26	,03	,00	,06	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35
	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing det_stock
avg_price_ddd drug_age
```

```
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average drug price per DDD	.
2	Very useful (% of calls), Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,919	,845	,818	,048401023	,845	31,259
2	,957	,916	,859	,042623693	,071	1,965

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,069

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,513	7	,073	31,259	,000
	Residual	,094	40	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	24,068	3,430		7,016	,000		
	Ln Sales in DDDs lagged one period	-,443	,145	-,439	-3,056	,004	,187	5,334
	Ln Sales in DDDs lagged two periods	-,249	,146	-,257	-1,709	,095	,170	5,876
	Ln Detailing flow (calls)	,007	,018	,041	,383	,704	,335	2,982
	Ln Mailing flow	-,008	,005	-,115	-1,636	,110	,779	1,283
	Ln Detailing stock (calls)	,101	,037	,503	2,751	,009	,116	8,641
	Ln Average drug price per DDD	1,823	1,026	,432	1,777	,083	,065	15,283
	Drug age	,019	,003	2,390	5,670	,000	,022	45,983
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Journal advertising flow	-,080	-1,168	,250	-,184	,809
	Ln Competitive global marketing expenditures flow	-,127	-1,770	,084	-,273	,709
	Ln Other marketing expenditures stock	,105	1,155	,255	,182	,466
	Ln Competitive global marketing expenditures stock	,065	,930	,358	,147	,792
	Ln Average competitors price per DDD	-,304	-2,982	,005	-,431	,310
	Drug age^2	-2,901	-2,470	,018	-,368	,002
	Ipad / Tablet (% of times used in calls)	-,003	-,028	,978	-,004	,446
	Laptop based materials (% of times used in calls)	,016	,242	,810	,039	,855
	Printed material (% of times used in calls)	,138	2,029	,049	,309	,773
	Very useful (% of calls)	,053	,789	,435	,125	,861
	Increase / Will begin to prescribe (% of calls)	,029	,430	,670	,069	,842
	Ln Avg number of products presented during the calls	,074	,964	,341	,153	,649

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Journal advertising flow	1,236	,022
	Ln Competitive global marketing expenditures flow	1,411	,018
	Ln Other marketing expenditures stock	2,146	,018
	Ln Competitive global marketing expenditures stock	1,263	,021
	Ln Average competitors price per DDD	3,226	,015
	Drug age^2	402,513	,002
	Ipad / Tablet (% of times used in calls)	2,240	,022
	Laptop based materials (% of times used in calls)	1,169	,022
	Printed material (% of times used in calls)	1,293	,019
	Very useful (% of calls)	1,162	,022
	Increase / Will begin to prescribe (% of calls)	1,188	,021
	Ln Avg number of products presented during the calls	1,540	,021

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Sales in DDDs lagged two periods
1	1	7,024	1,000	,00	,00	,00
	2	,931	2,747	,00	,00	,00
	3	,043	12,849	,00	,00	,00
	4	,002	55,547	,00	,00	,00
	5	,000	120,294	,00	,00	,00
	6	5,713E-5	350,624	,00	,01	,02
	7	1,720E-5	639,078	,00	,33	,29
	8	2,716E-6	1608,128	1,00	,66	,69

2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,00
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,00
	13	,001	124,422	,00	,00	,00
	14	,000	185,169	,00	,00	,00
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,00
	17	4,727E-5	584,723	,00	,00	,01
	18	1,420E-5	1066,838	,01	,01	,09
	19	1,031E-5	1252,045	,00	,33	,15
	20	1,380E-6	3422,492	,98	,66	,75

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Detailing flow (calls)	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,00	,78	,00	,00	,00
	3	,02	,00	,00	,00	,01
	4	,96	,04	,03	,00	,03
	5	,02	,06	,78	,01	,17
	6	,00	,11	,04	,90	,14
	7	,00	,01	,00	,01	,00
	8	,00	,00	,14	,08	,65
2	1	,00	,00	,00	,00	,00
	2	,00	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,00	,17	,00	,00	,00
	5	,00	,02	,00	,00	,00
	6	,00	,05	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,11	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,82	,00	,01	,00	,00
	13	,02	,01	,00	,00	,00
	14	,02	,14	,50	,00	,00
	15	,00	,02	,34	,01	,00
	16	,03	,00	,00	,00	,00
	17	,02	,03	,01	,07	,31
	18	,00	,02	,08	,62	,23
	19	,07	,00	,02	,29	,01
	20	,00	,01	,04	,00	,44

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Journal advertising flow	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD

1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,26	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,10	,00	,00	,00	,00
	5	,31	,00	,00	,00	,00
	6	,03	,00	,00	,00	,00
	7	,04	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,02	,00	,01	,00	,00
	10	,02	,00	,05	,00	,00
	11	,03	,00	,33	,00	,00
	12	,05	,01	,02	,00	,00
	13	,04	,03	,04	,00	,43
	14	,00	,17	,01	,00	,03
	15	,04	,31	,37	,01	,14
	16	,00	,09	,03	,66	,00
	17	,00	,07	,06	,00	,19
	18	,01	,09	,03	,24	,08
	19	,00	,00	,00	,02	,09
	20	,04	,22	,05	,07	,03

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00
	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00
	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,00	,02	,01	,18	,00
	14	,00	,01	,02	,00	,01

	15	,00	,01	,02	,07	,00
	16	,00	,01	,00	,00	,08
	17	,25	,09	,00	,00	,09
	18	,43	,00	,00	,06	,09
	19	,06	,08	,23	,04	,03
	20	,26	,03	,00	,06	,04

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35
	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls mailing det_stock avg_price_ddd
drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,913	,834	,810	,049521055	,834	34,373
2	,957	,916	,859	,042623693	,082	2,103

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	13	28	,048

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,506	6	,084	34,373	,000
	Residual	,101	41	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,276	2,021		9,536	,000		
	Ln Sales in DDDs lagged one period	-,349	,137	-,346	-2,544	,015	,219	4,564
	Ln Detailing flow (calls)	,006	,019	,038	,342	,734	,335	2,981
	Ln Mailing flow	-,008	,005	-,119	-1,649	,107	,780	1,282
	Ln Detailing stock (calls)	,078	,035	,391	2,240	,031	,133	7,536
	Ln Average drug price per DDD	1,555	1,038	,368	1,499	,142	,067	14,925

	Drug age	,016	,003	1,916	5,900	,000	,038	26,077
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,257	-1,709	,095	-,261	,170
	Ln Journal advertising flow	-,088	-1,260	,215	-,195	,813
	Ln Competitive global marketing expenditures flow	-,099	-1,354	,183	-,209	,735
	Ln Other marketing expenditures stock	,083	,894	,377	,140	,474
	Ln Competitive global marketing expenditures stock	,082	1,170	,249	,182	,812
	Ln Average competitors price per DDD	-,305	-2,896	,006	-,416	,310
	Drug age^2	-2,314	-1,918	,062	-,290	,003

	Ipad / Tablet (% of times used in calls)	-,022	-,230	,819	-,036	,453
	Laptop based materials (% of times used in calls)	-,004	-,062	,951	-,010	,883
	Printed material (% of times used in calls)	,149	2,166	,036	,324	,782
	Very useful (% of calls)	,064	,931	,358	,146	,869
	Increase / Will begin to prescribe (% of calls)	,056	,834	,409	,131	,901
	Ln Avg number of products presented during the calls	,060	,766	,448	,120	,656

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,876	,022
	Ln Journal advertising flow	1,230	,037
	Ln Competitive global marketing expenditures flow	1,361	,032
	Ln Other marketing expenditures stock	2,109	,025
	Ln Competitive global marketing expenditures stock	1,231	,038
	Ln Average competitors price per DDD	3,226	,022
	Drug age^2	383,611	,003
	Ipad / Tablet (% of times used in calls)	2,206	,038
	Laptop based materials (% of times used in calls)	1,132	,038
	Printed material (% of times used in calls)	1,279	,032
	Very useful (% of calls)	1,151	,038
	Increase / Will begin to prescribe (% of calls)	1,110	,038
	Ln Avg number of products presented during the calls	1,525	,038

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	6,026	1,000	,00	,00	,00
	2	,929	2,547	,00	,00	,00
	3	,043	11,901	,00	,00	,02
	4	,002	52,631	,00	,00	,97
	5	,000	115,600	,00	,00	,01
	6	5,090E-5	344,070	,03	,05	,00
	7	6,485E-6	963,958	,97	,95	,00
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03

	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged two periods
1	1	,00	,00	,00	,00	
	2	,78	,00	,00	,00	
	3	,00	,00	,00	,02	
	4	,05	,05	,00	,04	
	5	,05	,86	,02	,31	
	6	,12	,05	,93	,27	
	7	,00	,03	,05	,37	
2	1	,00	,00	,00	,00	,00
	2	,12	,00	,00	,00	,00
	3	,27	,00	,00	,00	,00
	4	,17	,00	,00	,00	,00
	5	,02	,00	,00	,00	,00
	6	,05	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,01	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,11	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,00	,01	,00	,00	,00
	13	,01	,00	,00	,00	,00
	14	,14	,50	,00	,00	,00
	15	,02	,34	,01	,00	,00
	16	,00	,00	,00	,00	,00
	17	,03	,01	,07	,31	,01
	18	,02	,08	,62	,23	,09
	19	,00	,02	,29	,01	,15
	20	,01	,04	,00	,44	,75

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Journal advertising flow	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,26	,00	,00	,00
	3	,00	,00	,00	,00
	4	,10	,00	,00	,00
	5	,31	,00	,00	,00
	6	,03	,00	,00	,00
	7	,04	,00	,00	,00

	8	,00	,00	,00	,00
	9	,02	,00	,01	,00
	10	,02	,00	,05	,00
	11	,03	,00	,33	,00
	12	,05	,01	,02	,00
	13	,04	,03	,04	,00
	14	,00	,17	,01	,00
	15	,04	,31	,37	,01
	16	,00	,09	,03	,66
	17	,00	,07	,06	,00
	18	,01	,09	,03	,24
	19	,00	,00	,00	,02
	20	,04	,22	,05	,07

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,02	,04	,00
	3	,00	,00	,00	,29	,00
	4	,00	,00	,03	,21	,00
	5	,00	,00	,25	,01	,00
	6	,00	,00	,00	,04	,01
	7	,00	,00	,01	,03	,41
	8	,00	,00	,00	,01	,01
	9	,00	,00	,43	,03	,01
	10	,00	,00	,00	,06	,09
	11	,00	,00	,01	,00	,04
	12	,00	,00	,00	,01	,00
	13	,43	,00	,02	,01	,18
	14	,03	,00	,01	,02	,00
	15	,14	,00	,01	,02	,07
	16	,00	,00	,01	,00	,00
	17	,19	,25	,09	,00	,00
	18	,08	,43	,00	,00	,06
	19	,09	,06	,08	,23	,04
	20	,03	,26	,03	,00	,06

Collinearity Diagnostics

		Variance Proportions		
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			

	6			
	7			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,22	,15	,00
	7	,03	,00	,00
	8	,22	,62	,01
	9	,03	,11	,00
	10	,15	,00	,35
	11	,01	,00	,05
	12	,01	,00	,28
	13	,00	,00	,00
	14	,01	,01	,02
	15	,00	,00	,00
	16	,08	,01	,07
	17	,09	,00	,01
	18	,09	,01	,01
	19	,03	,02	,20
	20	,04	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,917	,841	,813	,049169793	,841	30,112
2	,957	,916	,859	,042623693	,076	2,102

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,052

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,510	7	,073	30,112	,000
	Residual	,097	40	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	19,363	2,008		9,642	,000		
	Ln Sales in DDDs lagged one period	-,369	,137	-,365	-2,688	,010	,216	4,623
	Ln Detailing flow (calls)	,011	,019	,067	,598	,553	,321	3,114
	Ln Journal advertising flow	-,004	,003	-,088	-1,260	,215	,813	1,230
	Ln Mailing flow	-,008	,005	-,124	-1,729	,092	,777	1,286
	Ln Detailing stock (calls)	,085	,035	,422	2,410	,021	,130	7,687
	Ln Average drug price per DDD	1,460	1,033	,346	1,414	,165	,067	15,004
	Drug age	,016	,003	1,990	6,072	,000	,037	26,934
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658

	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,245	-1,630	,111	-,253	,169
	Ln Competitive global marketing expenditures flow	-,092	-1,257	,216	-,197	,729
	Ln Other marketing expenditures stock	,065	,692	,493	,110	,460
	Ln Competitive global marketing expenditures stock	,073	1,034	,307	,163	,801
	Ln Average competitors price per DDD	-,302	-2,903	,006	-,421	,310
	Drug age^2	-2,125	-1,741	,090	-,269	,003
	Ipad / Tablet (% of times used in calls)	-,011	-,111	,912	-,018	,449
	Laptop based materials (% of times used in calls)	-,013	-,190	,850	-,030	,874
	Printed material (% of times used in calls)	,184	2,674	,011	,394	,732
	Very useful (% of calls)	,056	,814	,421	,129	,860
	Increase / Will begin to prescribe (% of calls)	,045	,665	,510	,106	,882
	Ln Avg number of products presented during the calls	,073	,924	,361	,146	,647

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,905	,022
	Ln Competitive global marketing expenditures flow	1,371	,031
	Ln Other marketing expenditures stock	2,174	,024
	Ln Competitive global marketing expenditures stock	1,248	,036
	Ln Average competitors price per DDD	3,227	,022
	Drug age^2	392,825	,003

	Ipad / Tablet (% of times used in calls)	2,227	,037
	Laptop based materials (% of times used in calls)	1,144	,037
	Printed material (% of times used in calls)	1,367	,032
	Very useful (% of calls)	1,163	,037
	Increase / Will begin to prescribe (% of calls)	1,133	,037
	Ln Avg number of products presented during the calls	1,545	,037

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	6,149	1,000	,00	,00	,00
	2	1,001	2,478	,00	,00	,00
	3	,808	2,759	,00	,00	,00
	4	,039	12,483	,00	,00	,02
	5	,002	54,981	,00	,00	,98
	6	,000	118,856	,00	,00	,00
	7	5,012E-5	350,261	,03	,05	,00
	8	6,449E-6	976,455	,96	,95	,00
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,26	,46	,00	,00	,00
	3	,55	,32	,00	,00	,00
	4	,07	,00	,00	,00	,02
	5	,06	,06	,07	,00	,04
	6	,03	,04	,84	,02	,33
	7	,02	,11	,06	,93	,24
	8	,01	,00	,04	,05	,37
2	1	,00	,00	,00	,00	,00
	2	,26	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,10	,17	,00	,00	,00
	5	,31	,02	,00	,00	,00

	6	,03	,05	,00	,00	,00
	7	,04	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,02	,11	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,05	,00	,01	,00	,00
	13	,04	,01	,00	,00	,00
	14	,00	,14	,50	,00	,00
	15	,04	,02	,34	,01	,00
	16	,00	,00	,00	,00	,00
	17	,00	,03	,01	,07	,31
	18	,01	,02	,08	,62	,23
	19	,00	,00	,02	,29	,01
	20	,04	,01	,04	,00	,44

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,01	,00	,00
	10	,00	,00	,05	,00	,00
	11	,00	,00	,33	,00	,00
	12	,00	,01	,02	,00	,00
	13	,00	,03	,04	,00	,43
	14	,00	,17	,01	,00	,03
	15	,00	,31	,37	,01	,14
	16	,00	,09	,03	,66	,00
	17	,01	,07	,06	,00	,19
	18	,09	,09	,03	,24	,08
	19	,15	,00	,00	,02	,09
	20	,75	,22	,05	,07	,03

Collinearity Diagnostics

Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
		Variance Proportions				
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00
	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00
	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,00	,02	,01	,18	,00
	14	,00	,01	,02	,00	,01
	15	,00	,01	,02	,07	,00
	16	,00	,01	,00	,00	,08
	17	,25	,09	,00	,00	,09
	18	,43	,00	,00	,06	,09
	19	,06	,08	,23	,04	,03
	20	,26	,03	,00	,06	,04

Collinearity Diagnostics

Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
		Variance Proportions	
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35

	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Average drug price per DDD, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls)
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,833	,693	,649	,067326382	,693	15,460
2	,957	,916	,859	,042623693	,223	5,715

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	6	41	,000
2	13	28	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,420	6	,070	15,460	,000
	Residual	,186	41	,005		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,558	2,113		5,471	,000		
	Ln Sales in DDDs lagged one period	,066	,160	,065	,413	,682	,297	3,363
	Ln Detailing flow (calls)	-,007	,026	-,039	-,261	,796	,329	3,038
	Ln Journal advertising flow	-,001	,005	-,012	-,131	,896	,840	1,191
	Ln Mailing flow	-,006	,006	-,090	-,924	,361	,782	1,279
	Ln Detailing stock (calls)	-,016	,042	-,078	-,369	,714	,167	5,986
	Ln Average drug price per DDD	-2,840	1,030	-,672	-2,758	,009	,126	7,951
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915

	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,317	2,058	,046	,309	,291
	Ln Competitive global marketing expenditures flow	,090	,967	,339	,151	,874
	Ln Other marketing expenditures stock	,312	3,427	,001	,476	,713
	Ln Competitive global marketing expenditures stock	,141	1,505	,140	,232	,824
	Ln Average competitors price per DDD	-,517	-5,812	,000	-,677	,524
	Drug age	1,990	6,072	,000	,693	,037
	Drug age^2	2,075	4,683	,000	,595	,025
	Ipad / Tablet (% of times used in calls)	-,006	-,047	,963	-,007	,449
	Laptop based materials (% of times used in calls)	,006	,068	,946	,011	,876
	Printed material (% of times used in calls)	,311	3,808	,000	,516	,843
	Very useful (% of calls)	,048	,508	,614	,080	,860
	Increase / Will begin to prescribe (% of calls)	,068	,737	,465	,116	,885
	Ln Avg number of products presented during the calls	,011	,098	,923	,015	,658

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	3,431	,105
	Ln Competitive global marketing expenditures flow	1,145	,126
	Ln Other marketing expenditures stock	1,402	,125
	Ln Competitive global marketing expenditures stock	1,213	,125
	Ln Average competitors price per DDD	1,907	,123
	Drug age	26,934	,037
	Drug age^2	39,684	,025
	Ipad / Tablet (% of times used in calls)	2,227	,101
	Laptop based materials (% of times used in calls)	1,142	,122
	Printed material (% of times used in calls)	1,187	,126
	Very useful (% of calls)	1,162	,125
	Increase / Will begin to prescribe (% of calls)	1,130	,123
	Ln Avg number of products presented during the calls	1,519	,125

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	5,180	1,000	,00	,00	,00
	2	1,000	2,276	,00	,00	,00
	3	,807	2,533	,00	,00	,00
	4	,011	21,548	,00	,00	,14
	5	,001	60,692	,00	,00	,83
	6	7,734E-5	258,805	,08	,03	,02
	7	9,872E-6	724,389	,91	,97	,01
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD
1	1	,00	,00	,00	,00
	2	,28	,46	,00	,00
	3	,56	,32	,00	,00
	4	,03	,00	,01	,00
	5	,05	,09	,40	,00
	6	,08	,11	,58	,83
	7	,00	,02	,01	,16
2	1	,00	,00	,00	,00
	2	,26	,12	,00	,00
	3	,00	,27	,00	,00
	4	,10	,17	,00	,00
	5	,31	,02	,00	,00
	6	,03	,05	,00	,00
	7	,04	,01	,00	,00
	8	,00	,01	,00	,00
	9	,02	,00	,00	,00
	10	,02	,11	,00	,00
	11	,03	,00	,00	,00
	12	,05	,00	,01	,00
	13	,04	,01	,00	,00
	14	,00	,14	,50	,00
	15	,04	,02	,34	,01

	16	,00	,00	,00	,00
	17	,00	,03	,01	,07
	18	,01	,02	,08	,62
	19	,00	,00	,02	,29
	20	,04	,01	,04	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,00	,00	,00	,00
	9	,00	,00	,01	,00
	10	,00	,00	,05	,00
	11	,00	,00	,33	,00
	12	,00	,01	,02	,00
	13	,00	,03	,04	,00
	14	,00	,17	,01	,00
	15	,00	,31	,37	,01
	16	,00	,09	,03	,66
	17	,01	,07	,06	,00
	18	,09	,09	,03	,24
	19	,15	,00	,00	,02
	20	,75	,22	,05	,07

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,04
	3	,00	,00	,00	,00	,29
	4	,00	,00	,00	,03	,21
	5	,00	,00	,00	,25	,01
	6	,00	,00	,00	,00	,04

	7	,00	,00	,00	,01	,03
	8	,00	,00	,00	,00	,01
	9	,00	,00	,00	,43	,03
	10	,00	,00	,00	,00	,06
	11	,00	,00	,00	,01	,00
	12	,00	,00	,00	,00	,01
	13	,43	,00	,00	,02	,01
	14	,03	,00	,00	,01	,02
	15	,14	,00	,00	,01	,02
	16	,00	,00	,00	,01	,00
	17	,19	,31	,25	,09	,00
	18	,08	,23	,43	,00	,00
	19	,09	,01	,06	,08	,23
	20	,03	,44	,26	,03	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,01	,22	,15	,00
	7	,41	,03	,00	,00
	8	,01	,22	,62	,01
	9	,01	,03	,11	,00
	10	,09	,15	,00	,35
	11	,04	,01	,00	,05
	12	,00	,01	,00	,28
	13	,18	,00	,00	,00
	14	,00	,01	,01	,02
	15	,07	,00	,00	,00
	16	,00	,08	,01	,07
	17	,00	,09	,00	,01
	18	,06	,09	,01	,01
	19	,04	,03	,02	,20
	20	,06	,04	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,917	,841	,813	,049169793	,841	30,112
2	,957	,916	,859	,042623693	,076	2,102

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,052

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,510	7	,073	30,112	,000
	Residual	,097	40	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,363	2,008		9,642	,000		
	Ln Sales in DDDs lagged one period	-,369	,137	-,365	-2,688	,010	,216	4,623
	Ln Detailing flow (calls)	,011	,019	,067	,598	,553	,321	3,114
	Ln Journal advertising flow	-,004	,003	-,088	-1,260	,215	,813	1,230
	Ln Mailing flow	-,008	,005	-,124	-1,729	,092	,777	1,286

	Ln Detailing stock (calls)	,085	,035	,422	2,410	,021	,130	7,687
	Ln Average drug price per DDD	1,460	1,033	,346	1,414	,165	,067	15,004
	Drug age	,016	,003	1,990	6,072	,000	,037	26,934
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,245	-1,630	,111	-,253	,169
	Ln Competitive global marketing expenditures flow	-,092	-1,257	,216	-,197	,729
	Ln Other marketing expenditures stock	,065	,692	,493	,110	,460
	Ln Competitive global marketing expenditures stock	,073	1,034	,307	,163	,801

	Ln Average competitors price per DDD	-,302	-2,903	,006	-,421	,310
	Drug age^2	-2,125	-1,741	,090	-,269	,003
	Ipad / Tablet (% of times used in calls)	-,011	-,111	,912	-,018	,449
	Laptop based materials (% of times used in calls)	-,013	-,190	,850	-,030	,874
	Printed material (% of times used in calls)	,184	2,674	,011	,394	,732
	Very useful (% of calls)	,056	,814	,421	,129	,860
	Increase / Will begin to prescribe (% of calls)	,045	,665	,510	,106	,882
	Ln Avg number of products presented during the calls	,073	,924	,361	,146	,647

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,905	,022
	Ln Competitive global marketing expenditures flow	1,371	,031
	Ln Other marketing expenditures stock	2,174	,024
	Ln Competitive global marketing expenditures stock	1,248	,036
	Ln Average competitors price per DDD	3,227	,022
	Drug age^2	392,825	,003
	Ipad / Tablet (% of times used in calls)	2,227	,037
	Laptop based materials (% of times used in calls)	1,144	,037
	Printed material (% of times used in calls)	1,367	,032
	Very useful (% of calls)	1,163	,037
	Increase / Will begin to prescribe (% of calls)	1,133	,037
	Ln Avg number of products presented during the calls	1,545	,037

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	6,149	1,000	,00	,00	,00
	2	1,001	2,478	,00	,00	,00
	3	,808	2,759	,00	,00	,00
	4	,039	12,483	,00	,00	,02
	5	,002	54,981	,00	,00	,98
	6	,000	118,856	,00	,00	,00
	7	5,012E-5	350,261	,03	,05	,00
	8	6,449E-6	976,455	,96	,95	,00
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02

	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,26	,46	,00	,00	,00
	3	,55	,32	,00	,00	,00
	4	,07	,00	,00	,00	,02
	5	,06	,06	,07	,00	,04
	6	,03	,04	,84	,02	,33
	7	,02	,11	,06	,93	,24
	8	,01	,00	,04	,05	,37
2	1	,00	,00	,00	,00	,00
	2	,26	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,10	,17	,00	,00	,00
	5	,31	,02	,00	,00	,00
	6	,03	,05	,00	,00	,00
	7	,04	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,02	,11	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,05	,00	,01	,00	,00
	13	,04	,01	,00	,00	,00
	14	,00	,14	,50	,00	,00
	15	,04	,02	,34	,01	,00
	16	,00	,00	,00	,00	,00
	17	,00	,03	,01	,07	,31
	18	,01	,02	,08	,62	,23
	19	,00	,00	,02	,29	,01
	20	,04	,01	,04	,00	,44

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00

	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,01	,00	,00
	10	,00	,00	,05	,00	,00
	11	,00	,00	,33	,00	,00
	12	,00	,01	,02	,00	,00
	13	,00	,03	,04	,00	,43
	14	,00	,17	,01	,00	,03
	15	,00	,31	,37	,01	,14
	16	,00	,09	,03	,66	,00
	17	,01	,07	,06	,00	,19
	18	,09	,09	,03	,24	,08
	19	,15	,00	,00	,02	,09
	20	,75	,22	,05	,07	,03

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00
	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00
	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,00	,02	,01	,18	,00
	14	,00	,01	,02	,00	,01
	15	,00	,01	,02	,07	,00
	16	,00	,01	,00	,00	,08
	17	,25	,09	,00	,00	,09
	18	,43	,00	,00	,06	,09
	19	,06	,08	,23	,04	,03
	20	,26	,03	,00	,06	,04

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		

	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35
	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,917	,841	,813	,049169793

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,510	7	,073	30,112	,000
	Residual	,097	40	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,363	2,008		9,642
	Ln Sales in DDDs lagged one period	-,369	,137	-,365	-2,688
	Ln Detailing flow (calls)	,011	,019	,067	,598
	Ln Journal advertising flow	-,004	,003	-,088	-1,260
	Ln Mailing flow	-,008	,005	-,124	-1,729
	Ln Detailing stock (calls)	,085	,035	,422	2,410
	Ln Average drug price per DDD	1,460	1,033	,346	1,414
	Drug age	,016	,003	1,990	6,072

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,010
	Ln Detailing flow (calls)	,553
	Ln Journal advertising flow	,215
	Ln Mailing flow	,092
	Ln Detailing stock (calls)	,021
	Ln Average drug price per DDD	,165
	Drug age	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,50270462	14,91174030	14,70678175	,104128702	48
Residual	-,104375951	,096717514	,000000000	,045360668	48
Std. Predicted Value	-1,960	1,968	,000	1,000	48
Std. Residual	-2,123	1,967	,000	,923	48

```
USE ALL.
COMPUTE filter_$=(product=31).
VARIABLE LABELS filter_$ 'product=31 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
```

```
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,917	,841	,813	,049169793	,841	30,112
2	,957	,916	,859	,042623693	,076	2,102

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	12	28	,052

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,510	7	,073	30,112	,000
	Residual	,097	40	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,363	2,008		9,642	,000		
	Ln Sales in DDDs lagged one period	-,369	,137	-,365	-2,688	,010	,216	4,623

	Ln Detailing flow (calls)	,011	,019	,067	,598	,553	,321	3,114
	Ln Journal advertising flow	-,004	,003	-,088	-1,260	,215	,813	1,230
	Ln Mailing flow	-,008	,005	-,124	-1,729	,092	,777	1,286
	Ln Detailing stock (calls)	,085	,035	,422	2,410	,021	,130	7,687
	Ln Average drug price per DDD	1,460	1,033	,346	1,414	,165	,067	15,004
	Drug age	,016	,003	1,990	6,072	,000	,037	26,934
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,245	-1,630	,111	-,253	,169
	Ln Competitive global marketing expenditures flow	-,092	-1,257	,216	-,197	,729
	Ln Other marketing expenditures stock	,065	,692	,493	,110	,460
	Ln Competitive global marketing expenditures stock	,073	1,034	,307	,163	,801
	Ln Average competitors price per DDD	-,302	-2,903	,006	-,421	,310
	Drug age^2	-2,125	-1,741	,090	-,269	,003
	Ipad / Tablet (% of times used in calls)	-,011	-,111	,912	-,018	,449
	Laptop based materials (% of times used in calls)	-,013	-,190	,850	-,030	,874
	Printed material (% of times used in calls)	,184	2,674	,011	,394	,732
	Very useful (% of calls)	,056	,814	,421	,129	,860
	Increase / Will begin to prescribe (% of calls)	,045	,665	,510	,106	,882
	Ln Avg number of products presented during the calls	,073	,924	,361	,146	,647

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,905	,022
	Ln Competitive global marketing expenditures flow	1,371	,031
	Ln Other marketing expenditures stock	2,174	,024
	Ln Competitive global marketing expenditures stock	1,248	,036
	Ln Average competitors price per DDD	3,227	,022
	Drug age^2	392,825	,003
	Ipad / Tablet (% of times used in calls)	2,227	,037
	Laptop based materials (% of times used in calls)	1,144	,037
	Printed material (% of times used in calls)	1,367	,032
	Very useful (% of calls)	1,163	,037
	Increase / Will begin to prescribe (% of calls)	1,133	,037
	Ln Avg number of products presented during the calls	1,545	,037

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Detailing flow (calls)
1	1	6,149	1,000	,00	,00	,00
	2	1,001	2,478	,00	,00	,00
	3	,808	2,759	,00	,00	,00
	4	,039	12,483	,00	,00	,02
	5	,002	54,981	,00	,00	,98
	6	,000	118,856	,00	,00	,00
	7	5,012E-5	350,261	,03	,05	,00
	8	6,449E-6	976,455	,96	,95	,00
2	1	16,163	1,000	,00	,00	,00

	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,26	,46	,00	,00	,00
	3	,55	,32	,00	,00	,00
	4	,07	,00	,00	,00	,02
	5	,06	,06	,07	,00	,04
	6	,03	,04	,84	,02	,33
	7	,02	,11	,06	,93	,24
	8	,01	,00	,04	,05	,37
2	1	,00	,00	,00	,00	,00
	2	,26	,12	,00	,00	,00
	3	,00	,27	,00	,00	,00
	4	,10	,17	,00	,00	,00
	5	,31	,02	,00	,00	,00
	6	,03	,05	,00	,00	,00
	7	,04	,01	,00	,00	,00
	8	,00	,01	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,02	,11	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,05	,00	,01	,00	,00
	13	,04	,01	,00	,00	,00
	14	,00	,14	,50	,00	,00
	15	,04	,02	,34	,01	,00
	16	,00	,00	,00	,00	,00
	17	,00	,03	,01	,07	,31
	18	,01	,02	,08	,62	,23
	19	,00	,00	,02	,29	,01
	20	,04	,01	,04	,00	,44

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					

	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,01	,00	,00
	10	,00	,00	,05	,00	,00
	11	,00	,00	,33	,00	,00
	12	,00	,01	,02	,00	,00
	13	,00	,03	,04	,00	,43
	14	,00	,17	,01	,00	,03
	15	,00	,31	,37	,01	,14
	16	,00	,09	,03	,66	,00
	17	,01	,07	,06	,00	,19
	18	,09	,09	,03	,24	,08
	19	,15	,00	,00	,02	,09
	20	,75	,22	,05	,07	,03

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,04	,00	,00
	3	,00	,00	,29	,00	,00
	4	,00	,03	,21	,00	,00
	5	,00	,25	,01	,00	,00
	6	,00	,00	,04	,01	,22
	7	,00	,01	,03	,41	,03
	8	,00	,00	,01	,01	,22
	9	,00	,43	,03	,01	,03
	10	,00	,00	,06	,09	,15
	11	,00	,01	,00	,04	,01
	12	,00	,00	,01	,00	,01
	13	,00	,02	,01	,18	,00
	14	,00	,01	,02	,00	,01
	15	,00	,01	,02	,07	,00

	16	,00	,01	,00	,00	,08
	17	,25	,09	,00	,00	,09
	18	,43	,00	,00	,06	,09
	19	,06	,08	,23	,04	,03
	20	,26	,03	,00	,06	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,15	,00
	7	,00	,00
	8	,62	,01
	9	,11	,00
	10	,00	,35
	11	,00	,05
	12	,00	,28
	13	,00	,00
	14	,01	,02
	15	,00	,00
	16	,01	,07
	17	,00	,01
	18	,01	,01
	19	,02	,20
	20	,06	,00

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,42830563	14,88221741	14,70678175	,108710810	48
Residual	-,079385631	,067404240	,000000000	,032898884	48
Std. Predicted Value	-2,562	1,614	,000	1,000	48
Std. Residual	-1,862	1,581	,000	,772	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls mailing det_stock avg_price_ddd
drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Journal advertising flow, Printed material (% of times used in calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,913	,834	,810	,049521055	,834	34,373
2	,957	,916	,859	,042623693	,082	2,103

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	13	28	,048

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,506	6	,084	34,373	,000
	Residual	,101	41	,002		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,276	2,021		9,536	,000		
	Ln Sales in DDDs lagged one period	-,349	,137	-,346	-2,544	,015	,219	4,564
	Ln Detailing flow (calls)	,006	,019	,038	,342	,734	,335	2,981
	Ln Mailing flow	-,008	,005	-,119	-1,649	,107	,780	1,282

	Ln Detailing stock (calls)	,078	,035	,391	2,240	,031	,133	7,536
	Ln Average drug price per DDD	1,555	1,038	,368	1,499	,142	,067	14,925
	Drug age	,016	,003	1,916	5,900	,000	,038	26,077
2	(Constant)	29,291	4,203		6,969	,000		
	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106	9,470
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193	5,174
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592	1,690
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074	13,467
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020	51,012
	Drug age	,044	,015	5,466	2,863	,008	,001	1216,692
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090	11,077
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617	1,620
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355	2,817
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273	3,658
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386	2,592
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150	6,688
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001	1234,893
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343	2,915
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572	1,747
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413	2,419
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387	2,584
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662	1,509
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,257	-1,709	,095	-,261	,170
	Ln Journal advertising flow	-,088	-1,260	,215	-,195	,813
	Ln Competitive global marketing expenditures flow	-,099	-1,354	,183	-,209	,735
	Ln Other marketing expenditures stock	,083	,894	,377	,140	,474

	Ln Competitive global marketing expenditures stock	,082	1,170	,249	,182	,812
	Ln Average competitors price per DDD	-,305	-2,896	,006	-,416	,310
	Drug age^2	-2,314	-1,918	,062	-,290	,003
	Ipad / Tablet (% of times used in calls)	-,022	-,230	,819	-,036	,453
	Laptop based materials (% of times used in calls)	-,004	-,062	,951	-,010	,883
	Printed material (% of times used in calls)	,149	2,166	,036	,324	,782
	Very useful (% of calls)	,064	,931	,358	,146	,869
	Increase / Will begin to prescribe (% of calls)	,056	,834	,409	,131	,901
	Ln Avg number of products presented during the calls	,060	,766	,448	,120	,656

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,876	,022
	Ln Journal advertising flow	1,230	,037
	Ln Competitive global marketing expenditures flow	1,361	,032
	Ln Other marketing expenditures stock	2,109	,025
	Ln Competitive global marketing expenditures stock	1,231	,038
	Ln Average competitors price per DDD	3,226	,022
	Drug age^2	383,611	,003
	Ipad / Tablet (% of times used in calls)	2,206	,038
	Laptop based materials (% of times used in calls)	1,132	,038
	Printed material (% of times used in calls)	1,279	,032
	Very useful (% of calls)	1,151	,038
	Increase / Will begin to prescribe (% of calls)	1,110	,038
	Ln Avg number of products presented during the calls	1,525	,038

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	6,026	1,000	,00	,00	,00
	2	,929	2,547	,00	,00	,00
	3	,043	11,901	,00	,00	,02
	4	,002	52,631	,00	,00	,97
	5	,000	115,600	,00	,00	,01
	6	5,090E-5	344,070	,03	,05	,00
	7	6,485E-6	963,958	,97	,95	,00
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00

	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged two periods
1	1	,00	,00	,00	,00	
	2	,78	,00	,00	,00	
	3	,00	,00	,00	,02	
	4	,05	,05	,00	,04	
	5	,05	,86	,02	,31	
	6	,12	,05	,93	,27	
	7	,00	,03	,05	,37	
2	1	,00	,00	,00	,00	,00
	2	,12	,00	,00	,00	,00
	3	,27	,00	,00	,00	,00
	4	,17	,00	,00	,00	,00
	5	,02	,00	,00	,00	,00
	6	,05	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,01	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,11	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,00	,01	,00	,00	,00
	13	,01	,00	,00	,00	,00
	14	,14	,50	,00	,00	,00
	15	,02	,34	,01	,00	,00
	16	,00	,00	,00	,00	,00
	17	,03	,01	,07	,31	,01
	18	,02	,08	,62	,23	,09
	19	,00	,02	,29	,01	,15
	20	,01	,04	,00	,44	,75

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Journal advertising flow	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,26	,00	,00	,00

	3	,00	,00	,00	,00
	4	,10	,00	,00	,00
	5	,31	,00	,00	,00
	6	,03	,00	,00	,00
	7	,04	,00	,00	,00
	8	,00	,00	,00	,00
	9	,02	,00	,01	,00
	10	,02	,00	,05	,00
	11	,03	,00	,33	,00
	12	,05	,01	,02	,00
	13	,04	,03	,04	,00
	14	,00	,17	,01	,00
	15	,04	,31	,37	,01
	16	,00	,09	,03	,66
	17	,00	,07	,06	,00
	18	,01	,09	,03	,24
	19	,00	,00	,00	,02
	20	,04	,22	,05	,07

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,02	,04	,00
	3	,00	,00	,00	,29	,00
	4	,00	,00	,03	,21	,00
	5	,00	,00	,25	,01	,00
	6	,00	,00	,00	,04	,01
	7	,00	,00	,01	,03	,41
	8	,00	,00	,00	,01	,01
	9	,00	,00	,43	,03	,01
	10	,00	,00	,00	,06	,09
	11	,00	,00	,01	,00	,04
	12	,00	,00	,00	,01	,00
	13	,43	,00	,02	,01	,18
	14	,03	,00	,01	,02	,00
	15	,14	,00	,01	,02	,07
	16	,00	,00	,01	,00	,00
	17	,19	,25	,09	,00	,00
	18	,08	,43	,00	,00	,06
	19	,09	,06	,08	,23	,04
	20	,03	,26	,03	,00	,06

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,22	,15	,00
	7	,03	,00	,00
	8	,22	,62	,01
	9	,03	,11	,00
	10	,15	,00	,35
	11	,01	,00	,05
	12	,01	,00	,28
	13	,00	,00	,00
	14	,01	,01	,02
	15	,00	,00	,00
	16	,08	,01	,07
	17	,09	,00	,01
	18	,09	,01	,01
	19	,03	,02	,20
	20	,04	,06	,00

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,42830563	14,88221741	14,70678175	,108710810	48
Residual	-,079385631	,067404240	,000000000	,032898884	48
Std. Predicted Value	-2,562	1,614	,000	1,000	48
Std. Residual	-1,862	1,581	,000	,772	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Very useful (% of calls), Ln Competitive global marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Journal advertising flow, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,907	,823	,802	,050523892	,823	39,105
2	,957	,916	,859	,042623693	,093	2,215

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	5	42	,000
2	14	28	,036

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	5	,100	39,105	,000
	Residual	,107	42	,003		
	Total	,606	47			
2	Regression	,555	19	,029	16,091	,000
	Residual	,051	28	,002		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	19,188	2,062		9,307	,000	
	Ln Sales in DDDs lagged one period	-,377	,139	-,373	-2,714	,010	,223
	Ln Detailing flow (calls)	-,001	,018	-,007	-,063	,950	,357
	Ln Detailing stock (calls)	,099	,033	,491	2,944	,005	,151
	Ln Average drug price per DDD	1,048	1,011	,248	1,036	,306	,073
	Drug age	,015	,003	1,880	5,686	,000	,039
2	(Constant)	29,291	4,203		6,969	,000	

	Ln Sales in DDDs lagged one period	-,708	,170	-,701	-4,161	,000	,106
	Ln Detailing flow (calls)	,020	,021	,119	,956	,347	,193
	Ln Detailing stock (calls)	,065	,040	,325	1,619	,117	,074
	Ln Average drug price per DDD	-,081	1,651	-,019	-,049	,961	,020
	Drug age	,044	,015	5,466	2,863	,008	,001
	Ln Sales in DDDs lagged two periods	-,463	,176	-,478	-2,626	,014	,090
	Ln Journal advertising flow	-,003	,003	-,053	-,755	,457	,617
	Ln Mailing flow	-,008	,005	-,116	-1,632	,114	,592
	Ln Competitive global marketing expenditures flow	-,083	,032	-,241	-2,620	,014	,355
	Ln Other marketing expenditures stock	,007	,009	,076	,726	,474	,273
	Ln Competitive global marketing expenditures stock	,028	,050	,049	,553	,584	,386
	Ln Average competitors price per DDD	-,063	,218	-,041	-,290	,774	,150
	Drug age^2	,000	,000	-3,295	-1,713	,098	,001
	Ipad / Tablet (% of times used in calls)	,066	,139	,044	,476	,638	,343
	Laptop based materials (% of times used in calls)	,076	,173	,032	,439	,664	,572
	Printed material (% of times used in calls)	,067	,064	,089	1,044	,305	,413
	Very useful (% of calls)	-,072	,073	-,087	-,987	,332	,387
	Increase / Will begin to prescribe (% of calls)	-,003	,051	-,004	-,053	,958	,662
	Ln Avg number of products presented during the calls	,094	,072	,121	1,310	,201	,354

Coefficients

Model		Collinearity Statistics VIF
1	(Constant)	
	Ln Sales in DDDs lagged one period	4,494
	Ln Detailing flow (calls)	2,801
	Ln Detailing stock (calls)	6,618
	Ln Average drug price per DDD	13,613
	Drug age	25,956
2	(Constant)	
	Ln Sales in DDDs lagged one period	9,470
	Ln Detailing flow (calls)	5,174
	Ln Detailing stock (calls)	13,467
	Ln Average drug price per DDD	51,012
	Drug age	1216,692
	Ln Sales in DDDs lagged two periods	11,077
	Ln Journal advertising flow	1,620
	Ln Mailing flow	1,690
	Ln Competitive global marketing expenditures flow	2,817
	Ln Other marketing expenditures stock	3,658
	Ln Competitive global marketing expenditures stock	2,592
	Ln Average competitors price per DDD	6,688
	Drug age^2	1234,893
	Ipad / Tablet (% of times used in calls)	2,915
	Laptop based materials (% of times used in calls)	1,747

	Printed material (% of times used in calls)	2,419
	Very useful (% of calls)	2,584
	Increase / Will begin to prescribe (% of calls)	1,509
	Ln Avg number of products presented during the calls	2,829

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,265	-1,723	,092	-,260	,170
	Ln Journal advertising flow	-,081	-1,138	,262	-,175	,816
	Ln Mailing flow	-,119	-1,649	,107	-,249	,780
	Ln Competitive global marketing expenditures flow	-,110	-1,475	,148	-,225	,741
	Ln Other marketing expenditures stock	,065	,690	,494	,107	,480
	Ln Competitive global marketing expenditures stock	,043	,613	,543	,095	,889
	Ln Average competitors price per DDD	-,310	-2,888	,006	-,411	,310
	Drug age^2	-1,836	-1,494	,143	-,227	,003
	Ipad / Tablet (% of times used in calls)	-,051	-,536	,595	-,083	,472
	Laptop based materials (% of times used in calls)	-,008	-,108	,915	-,017	,884
	Printed material (% of times used in calls)	,152	2,157	,037	,319	,782
	Very useful (% of calls)	,031	,463	,645	,072	,930
	Increase / Will begin to prescribe (% of calls)	,037	,545	,589	,085	,925
	Ln Avg number of products presented during the calls	,079	,996	,325	,154	,672

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	5,871	,022
	Ln Journal advertising flow	1,226	,037
	Ln Mailing flow	1,282	,038
	Ln Competitive global marketing expenditures flow	1,350	,032
	Ln Other marketing expenditures stock	2,084	,025
	Ln Competitive global marketing expenditures stock	1,125	,038
	Ln Average competitors price per DDD	3,222	,023
	Drug age^2	369,162	,003
	Ipad / Tablet (% of times used in calls)	2,121	,038
	Laptop based materials (% of times used in calls)	1,131	,038
	Printed material (% of times used in calls)	1,278	,033
	Very useful (% of calls)	1,075	,039
	Increase / Will begin to prescribe (% of calls)	1,081	,038
	Ln Avg number of products presented during the calls	1,488	,038

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	5,955	1,000	,00	,00	,00
	2	,043	11,831	,00	,00	,02
	3	,002	50,739	,00	,00	,97
	4	,000	111,398	,00	,00	,00
	5	5,759E-5	321,550	,02	,04	,01
	6	6,497E-6	957,382	,97	,96	,00
2	1	16,163	1,000	,00	,00	,00
	2	1,099	3,835	,00	,00	,00
	3	,917	4,198	,00	,00	,00
	4	,905	4,225	,00	,00	,00
	5	,524	5,552	,00	,00	,00
	6	,137	10,877	,00	,00	,00
	7	,084	13,848	,00	,00	,00
	8	,068	15,380	,00	,00	,00
	9	,061	16,329	,00	,00	,00
	10	,019	28,917	,00	,00	,01
	11	,019	29,490	,00	,00	,00
	12	,002	98,777	,00	,00	,82
	13	,001	124,422	,00	,00	,02
	14	,000	185,169	,00	,00	,02
	15	,000	255,436	,00	,00	,00
	16	9,486E-5	412,770	,00	,00	,03
	17	4,727E-5	584,723	,00	,00	,02
	18	1,420E-5	1066,838	,01	,01	,00
	19	1,031E-5	1252,045	,00	,33	,07
	20	1,380E-6	3422,492	,98	,66	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged two periods	Ln Journal advertising flow
1	1	,00	,00	,00		
	2	,00	,00	,02		
	3	,07	,00	,04		
	4	,88	,02	,30		
	5	,01	,92	,27		
	6	,03	,06	,38		
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,26
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,10
	5	,00	,00	,00	,00	,31
	6	,00	,00	,00	,00	,03
	7	,00	,00	,00	,00	,04
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,02
	10	,00	,00	,00	,00	,02
	11	,00	,00	,00	,00	,03
	12	,01	,00	,00	,00	,05
	13	,00	,00	,00	,00	,04
	14	,50	,00	,00	,00	,00
	15	,34	,01	,00	,00	,04
	16	,00	,00	,00	,00	,00
	17	,01	,07	,31	,01	,00

	18	,08	,62	,23	,09	,01
	19	,02	,29	,01	,15	,00
	20	,04	,00	,44	,75	,04

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
2	1	,00	,00	,00	,00
	2	,12	,00	,00	,00
	3	,27	,00	,00	,00
	4	,17	,00	,00	,00
	5	,02	,00	,00	,00
	6	,05	,00	,00	,00
	7	,01	,00	,00	,00
	8	,01	,00	,00	,00
	9	,00	,00	,01	,00
	10	,11	,00	,05	,00
	11	,00	,00	,33	,00
	12	,00	,01	,02	,00
	13	,01	,03	,04	,00
	14	,14	,17	,01	,00
	15	,02	,31	,37	,01
	16	,00	,09	,03	,66
	17	,03	,07	,06	,00
	18	,02	,09	,03	,24
	19	,00	,00	,00	,02
	20	,01	,22	,05	,07

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,02	,04	,00
	3	,00	,00	,00	,29	,00
	4	,00	,00	,03	,21	,00
	5	,00	,00	,25	,01	,00
	6	,00	,00	,00	,04	,01
	7	,00	,00	,01	,03	,41
	8	,00	,00	,00	,01	,01
	9	,00	,00	,43	,03	,01
	10	,00	,00	,00	,06	,09

	11	,00	,00	,01	,00	,04
	12	,00	,00	,00	,01	,00
	13	,43	,00	,02	,01	,18
	14	,03	,00	,01	,02	,00
	15	,14	,00	,01	,02	,07
	16	,00	,00	,01	,00	,00
	17	,19	,25	,09	,00	,00
	18	,08	,43	,00	,00	,06
	19	,09	,06	,08	,23	,04
	20	,03	,26	,03	,00	,06

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,22	,15	,00
	7	,03	,00	,00
	8	,22	,62	,01
	9	,03	,11	,00
	10	,15	,00	,35
	11	,01	,00	,05
	12	,01	,00	,28
	13	,00	,00	,00
	14	,01	,01	,02
	15	,00	,00	,00
	16	,08	,01	,07
	17	,09	,00	,01
	18	,09	,01	,01
	19	,03	,02	,20
	20	,04	,06	,00

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,42830563	14,88221741	14,70678175	,108710810	48
Residual	-,079385631	,067404240	,000000000	,032898884	48
Std. Predicted Value	-2,562	1,614	,000	1,000	48
Std. Residual	-1,862	1,581	,000	,772	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907	,823	,802	,050523892

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	5	,100	39,105	,000
	Residual	,107	42	,003		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,188	2,062		9,307
	Ln Sales in DDDs lagged one period	-,377	,139	-,373	-2,714
	Ln Detailing flow (calls)	-,001	,018	-,007	-,063
	Ln Detailing stock (calls)	,099	,033	,491	2,944
	Ln Average drug price per DDD	1,048	1,011	,248	1,036
	Drug age	,015	,003	1,880	5,686

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,010
	Ln Detailing flow (calls)	,950
	Ln Detailing stock (calls)	,005
	Ln Average drug price per DDD	,306
	Drug age	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,50637436	14,89542580	14,70678175	,103049858	48
Residual	-,115076736	,094486557	,000000000	,047760901	48
Std. Predicted Value	-1,945	1,831	,000	1,000	48
Std. Residual	-2,278	1,870	,000	,945	48

```
EXAMINE VARIABLES=residuals_he1
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals HE1	48	100,0%	0	0,0%	48	100,0%

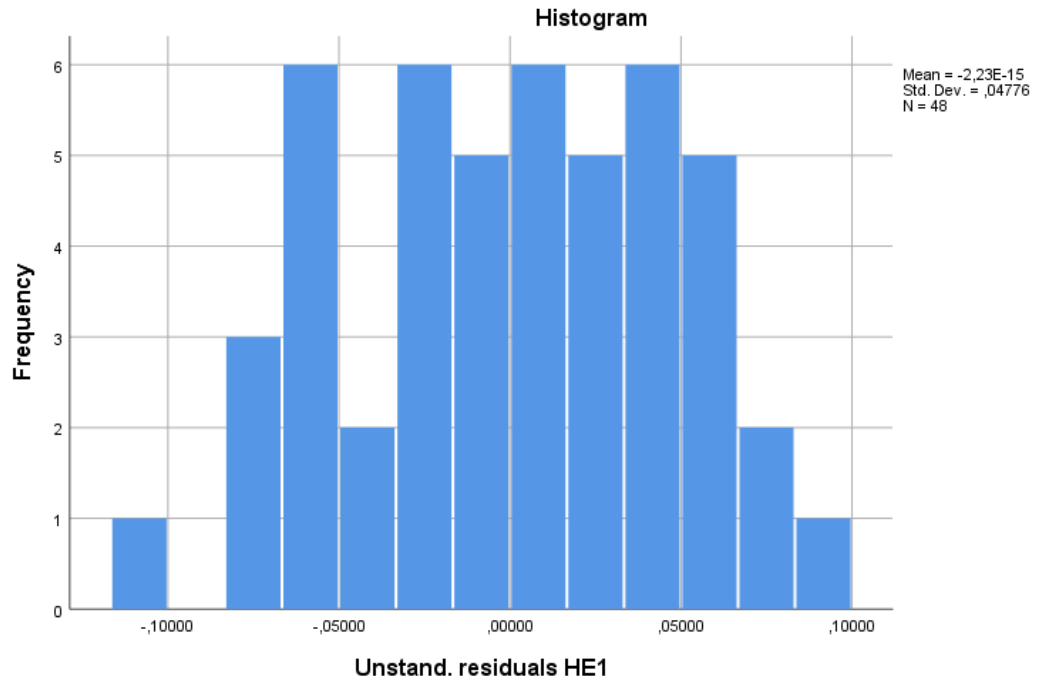
Descriptives

			Statistic	Std. Error
Unstand. residuals HE1	Mean		,0000000	,00689369
	95% Confidence Interval for Mean	Lower Bound	-,0138683	
		Upper Bound	,0138683	
	5% Trimmed Mean		,0005320	
	Median		,0016052	
	Variance		,002	
	Std. Deviation		,04776090	
	Minimum		-,11508	
	Maximum		,09449	
	Range		,20956	
	Interquartile Range		,07683	
	Skewness		-,218	,343
	Kurtosis		-,614	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals HE1	,080	48	,200	,980	48	,577

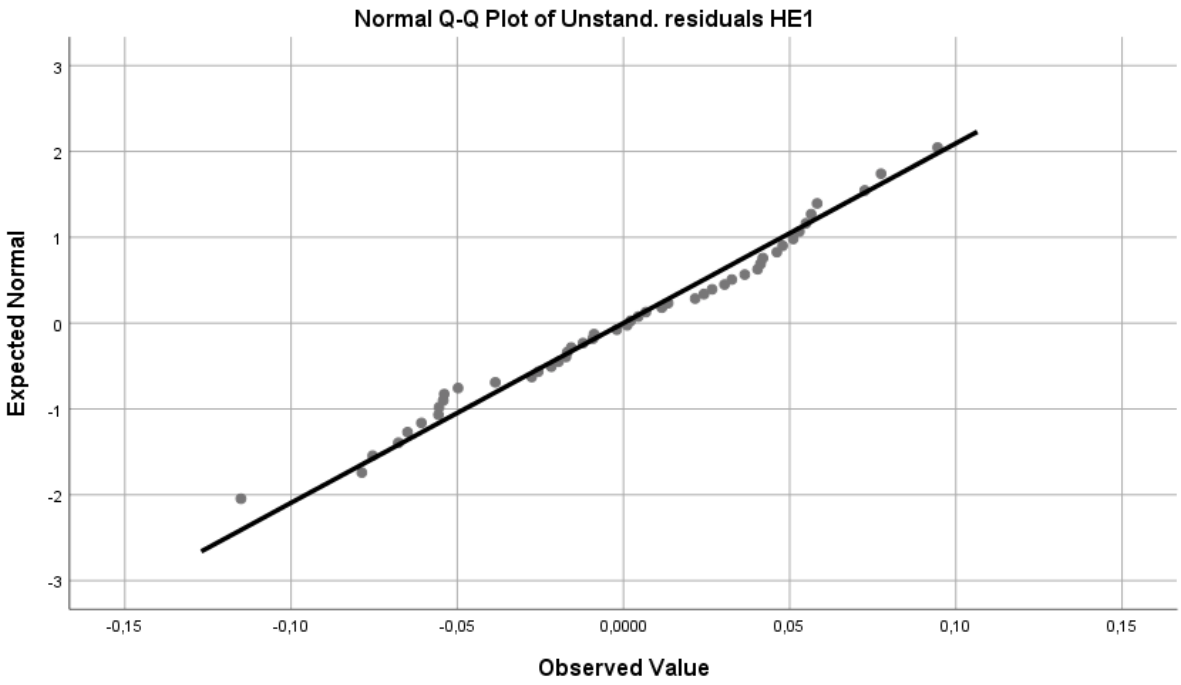
Unstand. residuals HE1

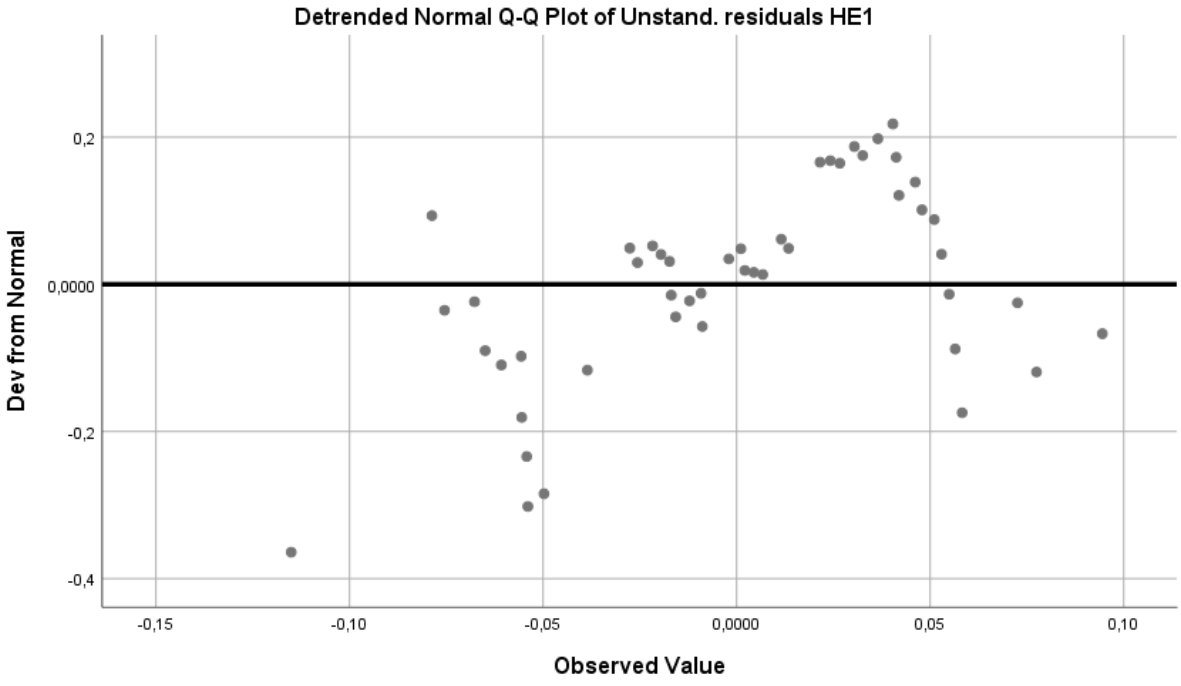


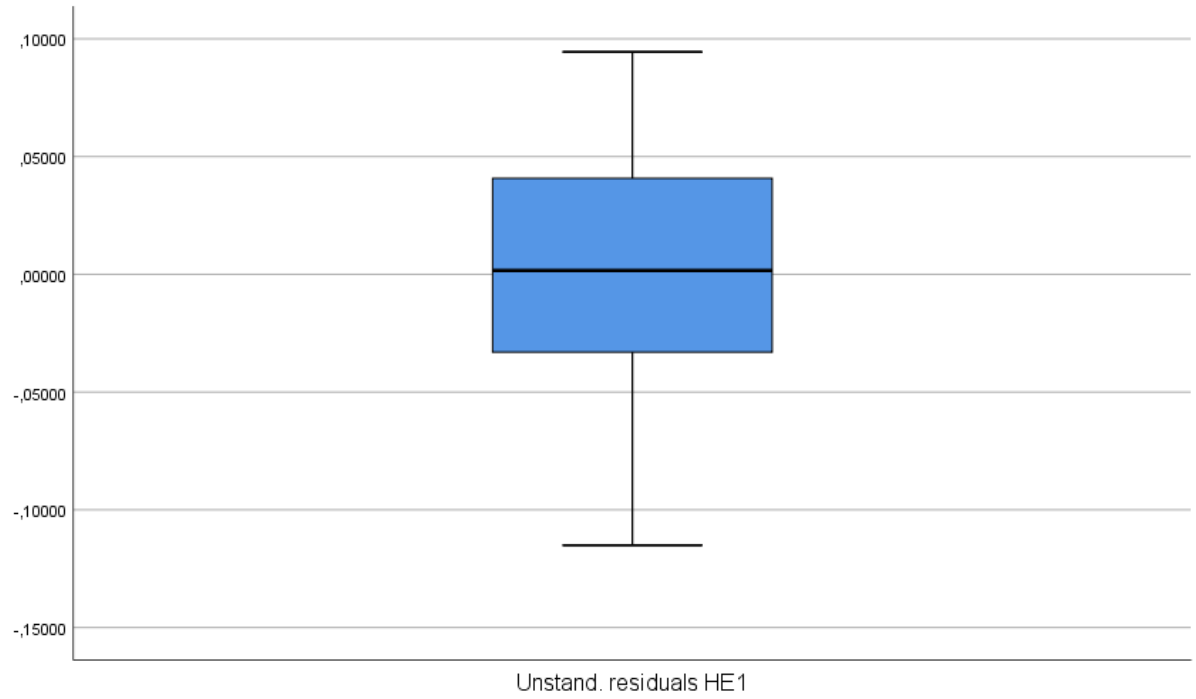
Unstand. residuals HE1 Stem-and-Leaf Plot

Frequency	Stem & Leaf
1,00	-1 . 1
9,00	-0 . 555566677
13,00	-0 . 0001111122234
17,00	0 . 00001122233344444
8,00	0 . 55555779

Stem width: ,10000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals HE1
Expected Normal
3
2
1
0
-1
-2
-3
-,15
-,10
-,05
,0000
,05
,10
,15
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals HE1
Dev from Normal
,2
,0000
-,2
-,4
-,15
-,10
-,05
,0000
,05
,10
Observed Value




```
COMPUTE sq_residuals_he1=residuals_he1 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_he1
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,413	,171	,072	,00250

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	5	,000	1,728	,149
	Residual	,000	42	,000		
	Total	,000	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,076	,102		,746
	Ln Sales in DDDs lagged one period	-,005	,007	-,219	-,734
	Ln Detailing flow (calls)	-,002	,001	-,465	-1,977
	Ln Detailing stock (calls)	,001	,002	,177	,489
	Ln Average drug price per DDD	-,015	,050	-,155	-,299
	Drug age	-8,097E-5	,000	-,436	-,609

Coefficients

Model		Sig.
1	(Constant)	,460
	Ln Sales in DDDs lagged one period	,467
	Ln Detailing flow (calls)	,055
	Ln Detailing stock (calls)	,627
	Ln Average drug price per DDD	,767
	Drug age	,546

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,0001	,0048	,0022	,00107	48
Residual	-,00392	,00842	,00000	,00237	48
Std. Predicted Value	-2,203	2,415	,000	1,000	48
Std. Residual	-1,564	3,361	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907	,823	,802	,050523892

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	5	,100	39,105	,000
	Residual	,107	42	,003		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	19,188	2,062		9,307
	Ln Sales in DDDs lagged one period	-,377	,139	-,373	-2,714
	Ln Detailing flow (calls)	-,001	,018	-,007	-,063
	Ln Detailing stock (calls)	,099	,033	,491	2,944
	Ln Average drug price per DDD	1,048	1,011	,248	1,036
	Drug age	,015	,003	1,880	5,686

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,010
	Ln Detailing flow (calls)	,950
	Ln Detailing stock (calls)	,005
	Ln Average drug price per DDD	,306
	Drug age	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,50637436	14,89542580	14,70678175	,103049858	48
Residual	-,115076736	,094486557	,000000000	,047760901	48
Std. Predicted Value	-1,945	1,831	,000	1,000	48
Std. Residual	-2,278	1,870	,000	,945	48

```
COMPUTE sq_unst_pred_he1=unstand_predi_he1 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_he1=unstand_predi_he1 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
sq_unst_pred_he1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for HE1, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907	,823	,802	,050559297

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	5	,100	39,038	,000
	Residual	,107	42	,003		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,313	1,751		4,176
	Ln Sales in DDDs lagged one period	,002	,118	,002	,018
	Ln Detailing flow (calls)	-6,408E-5	,019	,000	-,003
	Ln Detailing stock (calls)	4,806E-6	,029	,000	,000
	Ln Average drug price per DDD	,021	,890	,005	,024
	Squared unstand. predicted values for HE1	,034	,006	,910	5,677

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,985
	Ln Detailing flow (calls)	,997
	Ln Detailing stock (calls)	1,000
	Ln Average drug price per DDD	,981
	Squared unstand. predicted values for HE1	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	41,094	,808	,424	,125	1,643E-6

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
cub_unst_pred_he1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for HE1, Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907	,823	,802	,050596701

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	5	,100	38,968	,000
	Residual	,108	42	,003		
	Total	,606	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,741	1,613		6,038
	Ln Sales in DDDs lagged one period	,004	,118	,004	,037
	Ln Detailing flow (calls)	,000	,019	-,001	-,007
	Ln Detailing stock (calls)	1,179E-5	,029	,000	,000
	Ln Average drug price per DDD	,043	,893	,010	,048
	Cubed unstand. predicted values for HE1	,002	,000	,912	5,668

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,971
	Ln Detailing flow (calls)	,994
	Ln Detailing stock (calls)	1,000
	Ln Average drug price per DDD	,962
	Cubed unstand. predicted values for HE1	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	21,385	,845	,403	,131	6,641E-6

Period 1

```
USE ALL.
COMPUTE filter_$=(product=31 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=31 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,755	,569	,404	,062016320

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,066	5	,013	3,438	,034
	Residual	,050	13	,004		
	Total	,116	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-454,331	421,209		-1,079
	Ln Sales in DDDs lagged one period	-,438	,275	-,408	-1,593
	Ln Detailing flow (calls)	,054	,056	,275	,971
	Ln Detailing stock (calls)	-,010	,129	-,028	-,080
	Ln Average drug price per DDD	-595,591	530,686	-,542	-1,122
	Drug age	,009	,008	,605	1,119

Coefficients

Model		Sig.
1	(Constant)	,300
	Ln Sales in DDDs lagged one period	,135
	Ln Detailing flow (calls)	,349
	Ln Detailing stock (calls)	,938
	Ln Average drug price per DDD	,282
	Drug age	,283

Period 2

```
USE ALL.
COMPUTE filter_$=(product=31 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=31 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,828	,686	,618	,042945168

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,093	5	,019	10,053	,000
	Residual	,042	23	,002		
	Total	,135	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,926	2,714		6,975
	Ln Sales in DDDs lagged one period	-,515	,167	-,495	-3,092
	Ln Detailing flow (calls)	-,005	,020	-,044	-,233
	Ln Detailing stock (calls)	,077	,040	,568	1,953
	Ln Average drug price per DDD	-2,868	2,797	-,774	-1,025
	Drug age	,006	,007	,715	,821

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,005
	Ln Detailing flow (calls)	,818
	Ln Detailing stock (calls)	,063
	Ln Average drug price per DDD	,316
	Drug age	,420

12.8. Product HE2

```
USE ALL.
COMPUTE filter_$=(product=32).
VARIABLE LABELS filter_$ 'product=32 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,860	,739	,578	,049400721	,739	4,569

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,006	5,786		3,803
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991
	Ln Detailing flow (calls)	,013	,282	,067	,047
	Ln Mailing flow	-,005	,004	-,191	-1,258
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108
	Ln Detailing stock (calls)	,028	,141	,105	,195
	Ln Other marketing expenditures stock	,074	,028	,430	2,636
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507
	Ln Average drug price per DDD	,964	2,019	1,554	,478
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247
	Drug age	,012	,004	2,131	2,934
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750
	Printed material (% of times used in calls)	,169	,100	,296	1,686
	Very useful (% of calls)	,038	,146	,034	,264
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,001		
	Ln Sales in DDDs lagged one period	,206	,260	3,851
	Ln Sales in DDDs lagged two periods	,056	,289	3,456
	Ln Detailing flow (calls)	,963	,004	223,393
	Ln Mailing flow	,218	,389	2,567
	Ln Competitive global marketing expenditures flow	,277	,321	3,111
	Ln Detailing stock (calls)	,846	,031	31,980
	Ln Other marketing expenditures stock	,013	,338	2,957
	Ln Competitive global marketing expenditures stock	,143	,199	5,031
	Ln Average drug price per DDD	,637	,001	1177,887
	Ln Average competitors price per DDD	,222	,234	4,267
	Drug age	,006	,017	58,681

	Ln Drug price x Ln Detailing flow	,790	,001	696,371
	Ipad / Tablet (% of times used in calls)	,045	,328	3,049
	Laptop based materials (% of times used in calls)	,091	,639	1,566
	Printed material (% of times used in calls)	,103	,292	3,428
	Very useful (% of calls)	,794	,541	1,847
	Increase / Will begin to prescribe (% of calls)	,108	,543	1,841
	Ln Avg number of products presented during the calls	,173	,667	1,498

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	16,972	1,000	,00	,00	,00
	2	,721	4,853	,00	,00	,00
	3	,689	4,963	,00	,00	,00
	4	,436	6,238	,00	,00	,00
	5	,077	14,845	,00	,00	,00
	6	,041	20,398	,00	,00	,00
	7	,029	24,044	,00	,00	,00
	8	,018	30,819	,00	,00	,00
	9	,011	39,760	,00	,00	,00
	10	,003	75,457	,00	,00	,00
	11	,001	111,174	,00	,00	,00
	12	,001	145,033	,00	,00	,00
	13	,001	149,529	,00	,00	,00
	14	,000	228,160	,00	,00	,00
	15	,000	378,951	,00	,00	,01
	16	3,098E-5	740,103	,00	,01	,07
	17	1,051E-5	1270,778	,00	,39	,34
	18	8,311E-6	1429,044	,01	,11	,11
	19	1,070E-6	3982,385	,99	,50	,48

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing flow (calls)	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)
1	1	,00	,00	,00	,00
	2	,00	,05	,00	,00
	3	,00	,20	,00	,00
	4	,00	,16	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,00	,00	,00	,00
	9	,00	,01	,00	,00
	10	,00	,14	,00	,00
	11	,00	,04	,00	,00
	12	,00	,00	,08	,01
	13	,00	,01	,02	,00
	14	,00	,10	,53	,00
	15	,00	,06	,16	,01
	16	,00	,01	,07	,66
	17	,01	,21	,03	,16
	18	,33	,00	,00	,02
	19	,66	,02	,10	,14

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,01
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,02	,06
	11	,21	,00	,00	,00	,02
	12	,10	,00	,00	,01	,00
	13	,07	,00	,00	,54	,03
	14	,30	,00	,00	,00	,11
	15	,13	,62	,00	,06	,01
	16	,07	,27	,01	,04	,69
	17	,05	,02	,00	,00	,03
	18	,00	,01	,36	,18	,01
	19	,06	,08	,63	,13	,03

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00
	2	,00	,11	,23	,00
	3	,00	,00	,23	,00
	4	,00	,21	,19	,00
	5	,00	,04	,03	,10
	6	,00	,02	,04	,01
	7	,00	,20	,02	,22
	8	,00	,01	,06	,10
	9	,00	,00	,00	,00
	10	,00	,03	,01	,02
	11	,00	,02	,00	,00
	12	,00	,01	,13	,00
	13	,00	,04	,02	,43
	14	,00	,06	,00	,01
	15	,00	,00	,00	,04
	16	,00	,03	,01	,02
	17	,00	,13	,02	,04
	18	,37	,02	,00	,00
	19	,62	,05	,01	,01

Collinearity Diagnostics

		Variance Proportions		
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,03	,07	,00
	6	,50	,08	,01

	7	,00	,03	,00
	8	,22	,49	,03
	9	,00	,07	,64
	10	,04	,01	,00
	11	,00	,01	,03
	12	,02	,00	,02
	13	,04	,10	,03
	14	,00	,01	,13
	15	,06	,06	,09
	16	,00	,04	,01
	17	,07	,03	,01
	18	,01	,00	,00
	19	,00	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Average competitors price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,860	,739	,578	,049400721	,739	4,569

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,006	5,786		3,803
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991
	Ln Detailing flow (calls)	,013	,282	,067	,047
	Ln Mailing flow	-,005	,004	-,191	-1,258
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108
	Ln Detailing stock (calls)	,028	,141	,105	,195
	Ln Other marketing expenditures stock	,074	,028	,430	2,636
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507
	Ln Average drug price per DDD	,964	2,019	1,554	,478
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247
	Drug age	,012	,004	2,131	2,934
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750
	Printed material (% of times used in calls)	,169	,100	,296	1,686
	Very useful (% of calls)	,038	,146	,034	,264
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged one period	,206
	Ln Sales in DDDs lagged two periods	,056
	Ln Detailing flow (calls)	,963
	Ln Mailing flow	,218
	Ln Competitive global marketing expenditures flow	,277
	Ln Detailing stock (calls)	,846
	Ln Other marketing expenditures stock	,013
	Ln Competitive global marketing expenditures stock	,143
	Ln Average drug price per DDD	,637
	Ln Average competitors price per DDD	,222
	Drug age	,006
	Ln Drug price x Ln Detailing flow	,790

	Ipad / Tablet (% of times used in calls)	,045
	Laptop based materials (% of times used in calls)	,091
	Printed material (% of times used in calls)	,103
	Very useful (% of calls)	,794
	Increase / Will begin to prescribe (% of calls)	,108
	Ln Avg number of products presented during the calls	,173

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Drug price x Ln Detailing flow, Laptop based materials (% of times used in calls), Ln Average competitors price per DDD, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD	.
2	Very useful (% of calls)	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,859	,739	,591	,048628693	,739	4,989
2	,860	,739	,578	,049400721	,001	,070

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	17	30	,000
2	1	29	,794

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,201	17	,012	4,989	,000
	Residual	,071	30	,002		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,990	5,695		3,861	,001
	Ln Sales in DDDs lagged one period	-,242	,178	-,247	-1,363	,183
	Ln Sales in DDDs lagged two periods	-,311	,155	-,342	-2,007	,054
	Ln Detailing flow (calls)	,007	,276	,034	,024	,981
	Ln Mailing flow	-,005	,004	-,181	-1,252	,220
	Ln Competitive global marketing expenditures flow	-,036	,032	-,187	-1,140	,263
	Ln Detailing stock (calls)	,032	,138	,120	,229	,820
	Ln Other marketing expenditures stock	,073	,027	,423	2,670	,012
	Ln Competitive global marketing expenditures stock	-,080	,053	-,306	-1,514	,140
	Ln Average drug price per DDD	,992	1,985	1,598	,500	,621
	Ln Average competitors price per DDD	-,318	,257	-,233	-1,238	,225
	Drug age	,012	,004	2,143	3,004	,005
	Ln Drug price x Ln Detailing flow	-,078	,274	-,704	-,286	,777
	Ipad / Tablet (% of times used in calls)	,531	,250	,346	2,123	,042
	Laptop based materials (% of times used in calls)	-1,187	,638	-,214	-1,862	,072
	Printed material (% of times used in calls)	,176	,095	,308	1,851	,074
	Increase / Will begin to prescribe (% of calls)	,214	,123	,219	1,749	,091
	Ln Avg number of products presented during the calls	,156	,110	,162	1,418	,167
2	(Constant)	22,006	5,786		3,803	,001
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143

	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173
	Very useful (% of calls)	,038	,146	,034	,264	,794

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Very useful (% of calls)	,034	,264	,794	,049	,541

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing det_stock
ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Very useful (% of calls), Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,853	,727	,587	,048863126	,727	5,169
2	,860	,739	,578	,049400721	,012	,664

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	2	29	,522

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,197	16	,012	5,169	,000
	Residual	,074	31	,002		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,879	5,412		3,673	,001
	Ln Sales in DDDs lagged one period	-,222	,178	-,226	-1,248	,221
	Ln Sales in DDDs lagged two periods	-,263	,150	-,289	-1,755	,089
	Ln Detailing flow (calls)	,074	,271	,374	,274	,786
	Ln Mailing flow	-,004	,004	-,143	-1,012	,319
	Ln Detailing stock (calls)	,088	,130	,334	,679	,502
	Ln Other marketing expenditures stock	,071	,027	,413	2,599	,014
	Ln Competitive global marketing expenditures stock	-,109	,046	-,419	-2,367	,024
	Ln Average drug price per DDD	,393	1,924	,634	,205	,839
	Ln Average competitors price per DDD	-,364	,255	-,266	-1,428	,163
	Drug age	,012	,004	2,257	3,180	,003
	Ln Drug price x Ln Detailing flow	-,003	,267	-,024	-,010	,992
	Ipad / Tablet (% of times used in calls)	,472	,246	,308	1,921	,064
	Laptop based materials (% of times used in calls)	-1,293	,634	-,233	-2,039	,050
	Printed material (% of times used in calls)	,159	,094	,279	1,687	,102
	Increase / Will begin to prescribe (% of calls)	,227	,123	,232	1,853	,073
	Ln Avg number of products presented during the calls	,118	,105	,122	1,115	,274
2	(Constant)	22,006	5,786		3,803	,001

	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Very useful (% of calls)	,038	,146	,034	,264	,794

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,187	-1,140	,263	-,204
	Very useful (% of calls)	,041	,318	,753	,058

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,322
	Very useful (% of calls)	,543

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing det_stock
ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,846	,716	,584	,049048081	,716	5,390
2	,860	,739	,578	,049400721	,023	,848

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	3	29	,479

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,195	15	,013	5,390	,000
	Residual	,077	32	,002		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,867	5,359		3,894	,000
	Ln Sales in DDDs lagged one period	-,248	,177	-,253	-1,403	,170
	Ln Sales in DDDs lagged two periods	-,264	,150	-,291	-1,757	,088
	Ln Detailing flow (calls)	,041	,271	,204	,150	,882
	Ln Mailing flow	-,004	,004	-,135	-,953	,348
	Ln Detailing stock (calls)	,062	,128	,236	,485	,631

	Ln Other marketing expenditures stock	,068	,027	,393	2,481	,019
	Ln Competitive global marketing expenditures stock	-,110	,046	-,423	-2,383	,023
	Ln Average drug price per DDD	,491	1,929	,791	,254	,801
	Ln Average competitors price per DDD	-,402	,254	-,293	-1,583	,123
	Drug age	,011	,004	2,060	2,986	,005
	Ln Drug price x Ln Detailing flow	-,023	,267	-,203	-,084	,933
	Ipad / Tablet (% of times used in calls)	,449	,246	,293	1,827	,077
	Laptop based materials (% of times used in calls)	-1,209	,632	-,217	-1,913	,065
	Printed material (% of times used in calls)	,146	,094	,256	1,554	,130
	Increase / Will begin to prescribe (% of calls)	,225	,123	,229	1,825	,077
2	(Constant)	22,006	5,786		3,803	,001
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,115	-,726	,473	-,129
	Very useful (% of calls)	,038	,295	,770	,053
	Ln Avg number of products presented during the calls	,122	1,115	,274	,196

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,356
	Very useful (% of calls)	,543
	Ln Avg number of products presented during the calls	,738

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls mailing det_stock ome_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det ipad_tablet
laptop printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Drug price x Ln Detailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,836	,699	,571	,049762758	,699	5,474
2	,860	,739	,578	,049400721	,040	1,121

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	14	33	,000
2	4	29	,366

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,190	14	,014	5,474	,000
	Residual	,082	33	,002		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	15,425	3,752		4,112	,000
	Ln Sales in DDDs lagged two periods	-,206	,147	-,227	-1,404	,170
	Ln Detailing flow (calls)	,195	,251	,981	,779	,442
	Ln Mailing flow	-,006	,004	-,212	-1,604	,118
	Ln Detailing stock (calls)	,055	,130	,207	,421	,676
	Ln Other marketing expenditures stock	,077	,027	,448	2,869	,007
	Ln Competitive global marketing expenditures stock	-,122	,046	-,469	-2,649	,012
	Ln Average drug price per DDD	-,458	1,833	-,738	-,250	,804
	Ln Average competitors price per DDD	-,417	,257	-,305	-1,622	,114
	Drug age	,011	,004	1,942	2,796	,009
	Ln Drug price x Ln Detailing flow	,109	,254	,979	,429	,671
	Ipad / Tablet (% of times used in calls)	,584	,230	,381	2,545	,016
	Laptop based materials (% of times used in calls)	-1,332	,635	-,240	-2,099	,044
	Printed material (% of times used in calls)	,159	,095	,279	1,678	,103
	Increase / Will begin to prescribe (% of calls)	,232	,125	,237	1,860	,072
2	(Constant)	22,006	5,786		3,803	,001
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045

	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,253	-1,403	,170	-,241
	Ln Competitive global marketing expenditures flow	-,083	-,518	,608	-,091
	Very useful (% of calls)	,061	,467	,644	,082
	Ln Avg number of products presented during the calls	,140	1,281	,209	,221

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,272
	Ln Competitive global marketing expenditures flow	,363
	Very useful (% of calls)	,552
	Ln Avg number of products presented during the calls	,751

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock ome_stock
comp_mark_expend_stock avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet laptop printed
incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Printed material (% of times used in calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,825	,681	,559	,050469393	,681	5,584
2	,860	,739	,578	,049400721	,058	1,297

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	5	29	,292

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,185	13	,014	5,584	,000
	Residual	,087	34	,003		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,290	2,357		4,789	,000
	Ln Detailing flow (calls)	,278	,247	1,399	1,127	,268
	Ln Mailing flow	-,005	,004	-,181	-1,371	,179
	Ln Detailing stock (calls)	,103	,127	,392	,813	,422
	Ln Other marketing expenditures stock	,075	,027	,435	2,756	,009
	Ln Competitive global marketing expenditures stock	-,114	,046	-,436	-2,448	,020
	Ln Average drug price per DDD	-1,168	1,787	-1,882	-,654	,518
	Ln Average competitors price per DDD	-,453	,260	-,331	-1,747	,090
	Drug age	,010	,004	1,886	2,681	,011
	Ln Drug price x Ln Detailing flow	,200	,249	1,799	,804	,427
	Ipad / Tablet (% of times used in calls)	,555	,232	,361	2,393	,022
	Laptop based materials (% of times used in calls)	-1,222	,639	-,220	-1,913	,064
	Printed material (% of times used in calls)	,129	,094	,227	1,382	,176
	Increase / Will begin to prescribe (% of calls)	,194	,124	,198	1,573	,125
2	(Constant)	22,006	5,786		3,803	,001

	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,165	-,925	,361	-,159
	Ln Sales in DDDs lagged two periods	-,227	-1,404	,170	-,237
	Ln Competitive global marketing expenditures flow	-,028	-,176	,861	-,031
	Very useful (% of calls)	,014	,110	,913	,019
	Ln Avg number of products presented during the calls	,135	1,217	,232	,207

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,295
	Ln Sales in DDDs lagged two periods	,350
	Ln Competitive global marketing expenditures flow	,384
	Very useful (% of calls)	,588
	Ln Avg number of products presented during the calls	,752

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER det_calls mailing det_stock ome_stock
comp_mark_expend_stock avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet laptop
incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,814	,663	,548	,051121220	,663	5,741
2	,860	,739	,578	,049400721	,076	1,413

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	6	29	,243

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	12	,015	5,741	,000
	Residual	,091	35	,003		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,894	2,370		4,597	,000
	Ln Detailing flow (calls)	,286	,250	1,436	1,142	,261
	Ln Mailing flow	-,004	,004	-,154	-1,163	,253
	Ln Detailing stock (calls)	,139	,126	,526	1,100	,279
	Ln Other marketing expenditures stock	,072	,028	,415	2,606	,013
	Ln Competitive global marketing expenditures stock	-,125	,046	-,481	-2,713	,010
	Ln Average drug price per DDD	-1,235	1,809	-1,991	-,683	,499
	Ln Average competitors price per DDD	-,662	,214	-,484	-3,095	,004
	Drug age	,011	,004	2,022	2,865	,007
	Ln Drug price x Ln Detailing flow	,204	,252	1,832	,808	,424
	Ipad / Tablet (% of times used in calls)	,450	,222	,293	2,028	,050
	Laptop based materials (% of times used in calls)	-,975	,621	-,175	-1,569	,126
	Increase / Will begin to prescribe (% of calls)	,130	,116	,133	1,124	,269
2	(Constant)	22,006	5,786		3,803	,001
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,200	-1,126	,268	-,190
	Ln Sales in DDDs lagged two periods	-,167	-1,032	,310	-,174
	Ln Competitive global marketing expenditures flow	-,013	-,079	,937	-,014
	Printed material (% of times used in calls)	,227	1,382	,176	,231
	Very useful (% of calls)	,066	,541	,592	,092
	Ln Avg number of products presented during the calls	,117	1,040	,306	,176

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,302
	Ln Sales in DDDs lagged two periods	,368
	Ln Competitive global marketing expenditures flow	,386
	Printed material (% of times used in calls)	,347
	Very useful (% of calls)	,656
	Ln Avg number of products presented during the calls	,761

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock ome_stock
comp_mark_expend_stock avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet laptop
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Laptop based materials (% of times used in calls), Drug age, Ln Mailing flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,807	,651	,544	,051307619	,651	6,103
2	,860	,739	,578	,049400721	,088	1,405

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	7	29	,241

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	11	,016	6,103	,000
	Residual	,095	36	,003		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,330	2,325		4,444	,000
	Ln Detailing flow (calls)	,299	,251	1,505	1,194	,240
	Ln Mailing flow	-,004	,004	-,126	-,968	,340
	Ln Detailing stock (calls)	,184	,120	,697	1,533	,134
	Ln Other marketing expenditures stock	,069	,028	,401	2,517	,016
	Ln Competitive global marketing expenditures stock	-,118	,046	-,454	-2,577	,014
	Ln Average drug price per DDD	-1,282	1,815	-2,067	-,706	,484
	Ln Average competitors price per DDD	-,662	,215	-,483	-3,083	,004
	Drug age	,012	,004	2,145	3,066	,004
	Ln Drug price x Ln Detailing flow	,207	,253	1,864	,820	,418
	Ipad / Tablet (% of times used in calls)	,442	,223	,288	1,983	,055
	Laptop based materials (% of times used in calls)	-,942	,623	-,169	-1,513	,139
2	(Constant)	22,006	5,786		3,803	,001
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637

	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,209	-1,174	,248	-,195
	Ln Sales in DDDs lagged two periods	-,138	-,856	,398	-,143
	Ln Competitive global marketing expenditures flow	-,043	-,271	,788	-,046
	Printed material (% of times used in calls)	,130	,838	,408	,140
	Very useful (% of calls)	,079	,647	,522	,109
	Increase / Will begin to prescribe (% of calls)	,133	1,124	,269	,187
	Ln Avg number of products presented during the calls	,121	1,076	,289	,179

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,303
	Ln Sales in DDDs lagged two periods	,376
	Ln Competitive global marketing expenditures flow	,398
	Printed material (% of times used in calls)	,404
	Very useful (% of calls)	,663
	Increase / Will begin to prescribe (% of calls)	,687
	Ln Avg number of products presented during the calls	,762

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock ome_stock
comp_mark_expend_stock avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
```

```
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Mailing flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Printed material (% of times used in calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,793	,629	,528	,052192978	,629	6,266
2	,860	,739	,578	,049400721	,111	1,538

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	8	29	,188

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,171	10	,017	6,266	,000
	Residual	,101	37	,003		
	Total	,271	47			
2	Regression	,201	18	,011	4,569	,000
	Residual	,071	29	,002		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,319	2,365		4,364	,000
	Ln Detailing flow (calls)	,282	,255	1,418	1,107	,275
	Ln Mailing flow	-,004	,004	-,150	-1,138	,262
	Ln Detailing stock (calls)	,219	,120	,829	1,827	,076

	Ln Other marketing expenditures stock	,066	,028	,380	2,350	,024
	Ln Competitive global marketing expenditures stock	-,124	,047	-,477	-2,669	,011
	Ln Average drug price per DDD	-1,200	1,846	-1,934	-,650	,520
	Ln Average competitors price per DDD	-,595	,214	-,434	-2,783	,008
	Drug age	,012	,004	2,228	3,141	,003
	Ln Drug price x Ln Detailing flow	,197	,257	1,768	,764	,450
	Ipad / Tablet (% of times used in calls)	,487	,224	,317	2,170	,036
2	(Constant)	22,006	5,786		3,803	,001
	Ln Detailing flow (calls)	,013	,282	,067	,047	,963
	Ln Mailing flow	-,005	,004	-,191	-1,258	,218
	Ln Detailing stock (calls)	,028	,141	,105	,195	,846
	Ln Other marketing expenditures stock	,074	,028	,430	2,636	,013
	Ln Competitive global marketing expenditures stock	-,084	,055	-,321	-1,507	,143
	Ln Average drug price per DDD	,964	2,019	1,554	,478	,637
	Ln Average competitors price per DDD	-,334	,268	-,244	-1,247	,222
	Drug age	,012	,004	2,131	2,934	,006
	Ln Drug price x Ln Detailing flow	-,075	,278	-,673	-,269	,790
	Ipad / Tablet (% of times used in calls)	,533	,254	,347	2,098	,045
	Ln Sales in DDDs lagged one period	-,236	,182	-,241	-1,293	,206
	Ln Sales in DDDs lagged two periods	-,319	,160	-,351	-1,991	,056
	Ln Competitive global marketing expenditures flow	-,036	,032	-,185	-1,108	,277
	Laptop based materials (% of times used in calls)	-1,155	,660	-,208	-1,750	,091
	Printed material (% of times used in calls)	,169	,100	,296	1,686	,103
	Very useful (% of calls)	,038	,146	,034	,264	,794
	Increase / Will begin to prescribe (% of calls)	,209	,126	,213	1,657	,108
	Ln Avg number of products presented during the calls	,157	,112	,162	1,396	,173

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,239	-1,341	,188	-,218
	Ln Sales in DDDs lagged two periods	-,124	-,757	,454	-,125
	Ln Competitive global marketing expenditures flow	-,087	-,552	,584	-,092
	Laptop based materials (% of times used in calls)	-,169	-1,513	,139	-,244
	Printed material (% of times used in calls)	,067	,432	,668	,072
	Very useful (% of calls)	,103	,844	,404	,139

	Increase / Will begin to prescribe (% of calls)	,124	1,030	,310	,169
	Ln Avg number of products presented during the calls	,108	,945	,351	,156

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,308
	Ln Sales in DDDs lagged two periods	,377
	Ln Competitive global marketing expenditures flow	,414
	Laptop based materials (% of times used in calls)	,773
	Printed material (% of times used in calls)	,430
	Very useful (% of calls)	,677
	Increase / Will begin to prescribe (% of calls)	,689
	Ln Avg number of products presented during the calls	,766

```
USE ALL.
COMPUTE filter_$=(product=32).
VARIABLE LABELS filter_$ 'product=32 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741	,549	,483	,054674572

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	6	,025	8,304	,000
	Residual	,123	41	,003		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,336	,803		17,848
	Ln Detailing flow (calls)	,024	,032	,121	,739
	Ln Journal advertising flow	,006	,002	,298	2,777
	Ln Mailing flow	-,002	,003	-,087	-,753
	Ln Detailing stock (calls)	-,082	,066	-,311	-1,248
	Ln Average drug price per DDD	-,279	,170	-,450	-1,644
	Ln Average competitors price per DDD	-,348	,154	-,254	-2,256

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Detailing flow (calls)	,464	,413	2,420
	Ln Journal advertising flow	,008	,959	1,043
	Ln Mailing flow	,456	,827	1,209
	Ln Detailing stock (calls)	,219	,178	5,629
	Ln Average drug price per DDD	,108	,147	6,815
	Ln Average competitors price per DDD	,029	,868	1,153

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Journal advertising flow
1	1	6,102	1,000	,00	,00	,01
	2	,602	3,184	,00	,00	,01
	3	,278	4,689	,00	,00	,94
	4	,016	19,655	,00	,01	,01
	5	,002	52,972	,00	,08	,01
	6	,001	103,920	,02	,84	,01
	7	6,697E-5	301,845	,98	,07	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Variance Proportions Ln Detailing stock (calls)	Variance Proportions Ln Average drug price per DDD	Variance Proportions Ln Average competitors price per DDD
1	1	,01	,00	,00	,00
	2	,82	,00	,00	,00
	3	,00	,00	,00	,00
	4	,06	,00	,10	,00
	5	,09	,00	,05	,70
	6	,01	,14	,02	,16
	7	,02	,86	,83	,14

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741	,549	,483	,054674572

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	6	,025	8,304	,000
	Residual	,123	41	,003		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,336	,803		17,848
	Ln Detailing flow (calls)	,024	,032	,121	,739
	Ln Journal advertising flow	,006	,002	,298	2,777
	Ln Mailing flow	-,002	,003	-,087	-,753
	Ln Detailing stock (calls)	-,082	,066	-,311	-1,248
	Ln Average drug price per DDD	-,279	,170	-,450	-1,644
	Ln Average competitors price per DDD	-,348	,154	-,254	-2,256

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,000		
	Ln Detailing flow (calls)	,464	,413	2,420
	Ln Journal advertising flow	,008	,959	1,043
	Ln Mailing flow	,456	,827	1,209
	Ln Detailing stock (calls)	,219	,178	5,629
	Ln Average drug price per DDD	,108	,147	6,815
	Ln Average competitors price per DDD	,029	,868	1,153

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,102	1,000	,00	,00	,01
	2	,602	3,184	,00	,00	,01
	3	,278	4,689	,00	,00	,94
	4	,016	19,655	,00	,01	,01
	5	,002	52,972	,00	,08	,01
	6	,001	103,920	,02	,84	,01
	7	6,697E-5	301,845	,98	,07	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Ln Average competitors price per DDD
1	1	,01	,00	,00	,00
	2	,82	,00	,00	,00
	3	,00	,00	,00	,00
	4	,06	,00	,10	,00
	5	,09	,00	,05	,70
	6	,01	,14	,02	,16
	7	,02	,86	,83	,14

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,34606457	14,62939167	14,51762469	,056292211	48
Residual	-,105384283	,096282952	,000000000	,051065595	48
Std. Predicted Value	-3,048	1,985	,000	1,000	48
Std. Residual	-1,927	1,761	,000	,934	48

```
EXAMINE VARIABLES=residuals_he2
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals HE2	48	100,0%	0	0,0%	48	100,0%

Descriptives

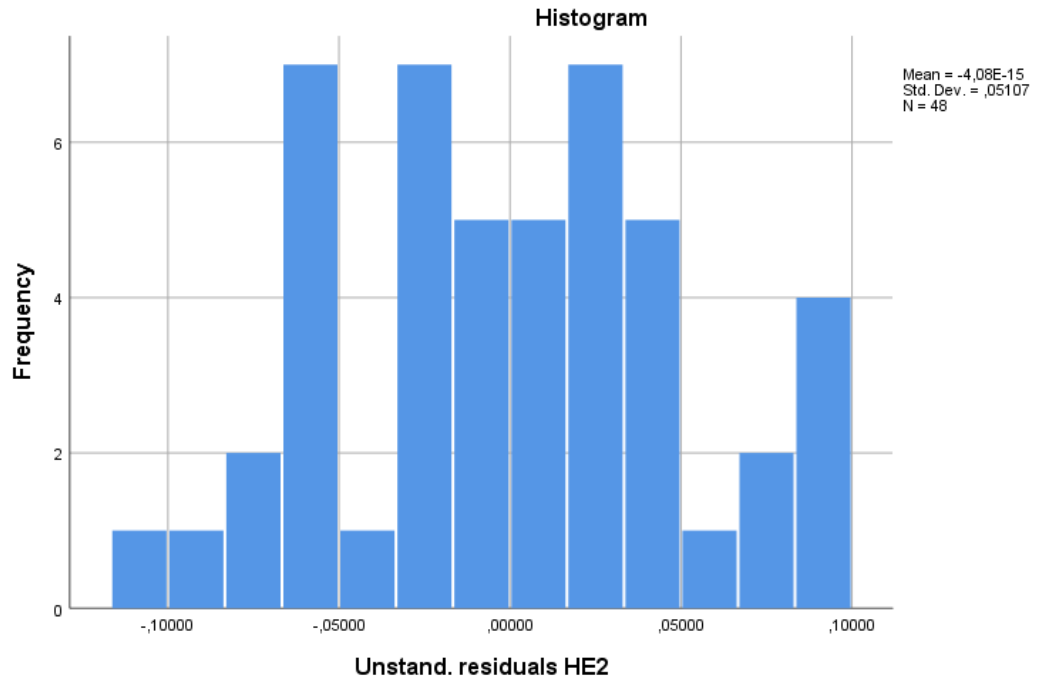
			Statistic	Std. Error
Unstand. residuals HE2	Mean		,0000000	,00737068
	95% Confidence Interval for Mean	Lower Bound	-,0148279	
		Upper Bound	,0148279	
	5% Trimmed Mean		,0000150	
	Median		,0010872	
	Variance		,003	
	Std. Deviation		,05106559	

	Minimum	-,10538	
	Maximum	,09628	
	Range	,20167	
	Interquartile Range	,07721	
	Skewness	,083	,343
	Kurtosis	-,683	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals HE2	,076	48	,200	,980	48	,559

Unstand. residuals HE2

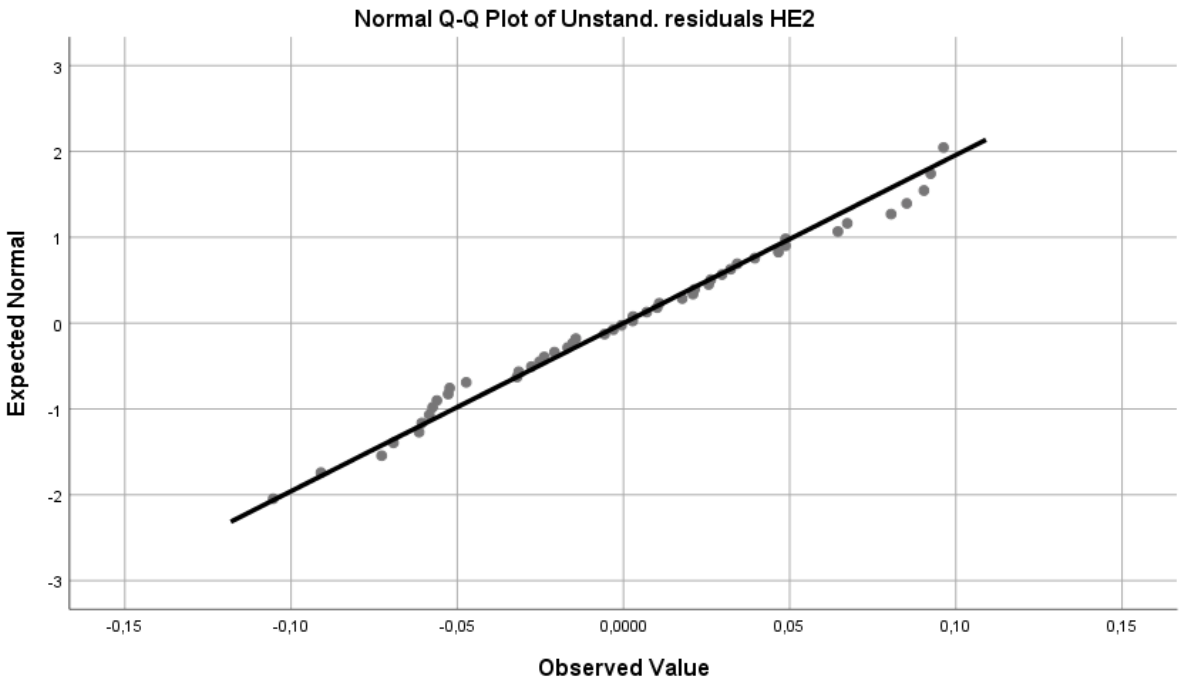


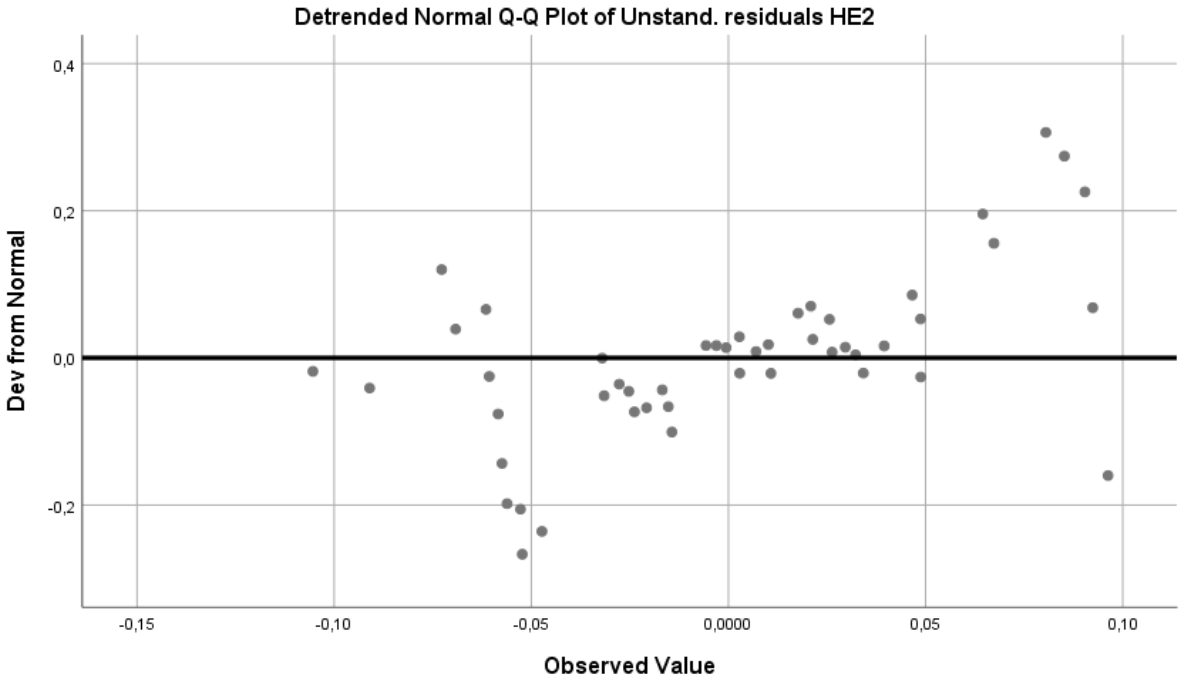
Unstand. residuals HE2 Stem-and-Leaf Plot

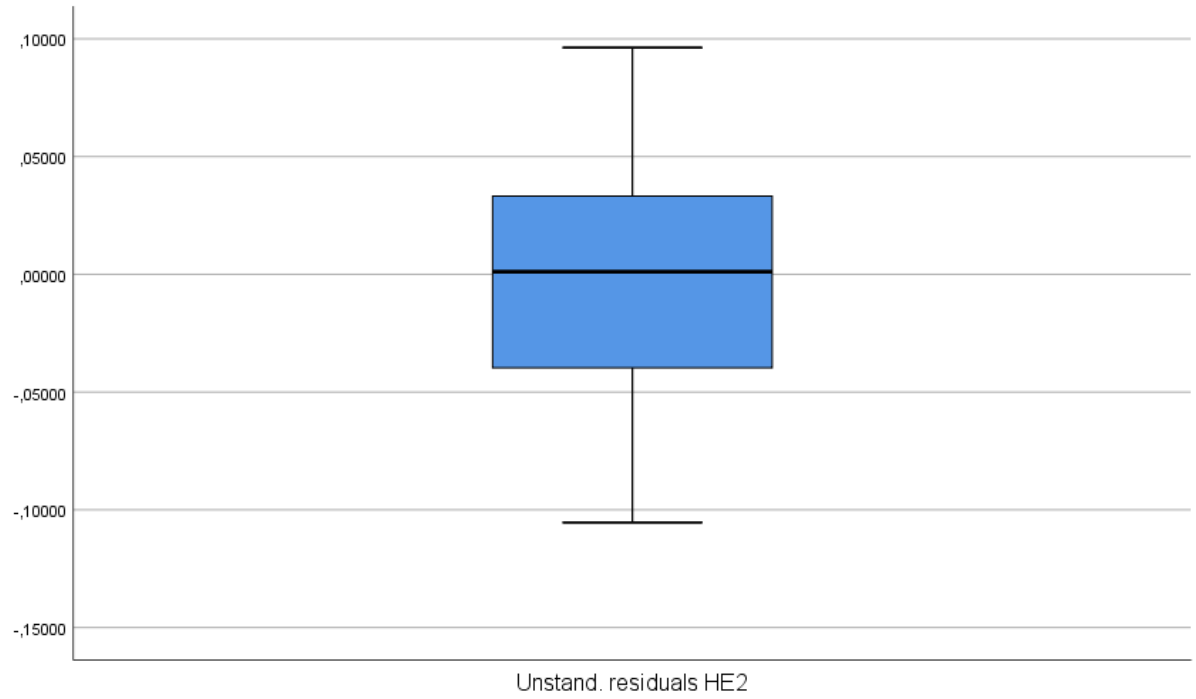
Frequency Stem & Leaf

1,00 -1 . 0
10,00 -0 . 5555566679
13,00 -0 . 0001112222334
17,00 0 . 00011122222333444
7,00 0 . 6688999

Stem width: ,10000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals HE2
Expected Normal
3
2
1
0
-1
-2
-3
-,15
-,10
-,05
0,0000
0,05
0,10
0,15
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals HE2
Dev from Normal
0,4
0,2
0,0
-,2
-,15
-,10
-,05
0,0000
0,05
0,10
Observed Value




```
COMPUTE se_residuals_he2=residuals_he2 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT se_residuals_he2
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,336	,113	-,017	,00293

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	6	,000	,871	,525
	Residual	,000	41	,000		
	Total	,000	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,046	,043		1,077
	Ln Detailing flow (calls)	-,002	,002	-,280	-1,224
	Ln Journal advertising flow	-7,916E-5	,000	-,103	-,688
	Ln Mailing flow	-4,907E-5	,000	-,046	-,286
	Ln Detailing stock (calls)	-,002	,004	-,232	-,664
	Ln Average drug price per DDD	,013	,009	,558	1,454
	Ln Average competitors price per DDD	-,005	,008	-,093	-,586

Coefficients

Model		Sig.
1	(Constant)	,288
	Ln Detailing flow (calls)	,228
	Ln Journal advertising flow	,496
	Ln Mailing flow	,776
	Ln Detailing stock (calls)	,510
	Ln Average drug price per DDD	,154
	Ln Average competitors price per DDD	,561

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741	,549	,483	,054674572

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	6	,025	8,304	,000
	Residual	,123	41	,003		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,336	,803		17,848
	Ln Detailing flow (calls)	,024	,032	,121	,739
	Ln Journal advertising flow	,006	,002	,298	2,777
	Ln Mailing flow	-,002	,003	-,087	-,753
	Ln Detailing stock (calls)	-,082	,066	-,311	-1,248
	Ln Average drug price per DDD	-,279	,170	-,450	-1,644
	Ln Average competitors price per DDD	-,348	,154	-,254	-2,256

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,464
	Ln Journal advertising flow	,008
	Ln Mailing flow	,456
	Ln Detailing stock (calls)	,219
	Ln Average drug price per DDD	,108
	Ln Average competitors price per DDD	,029

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,34606457	14,62939167	14,51762469	,056292211	48
Residual	-,105384283	,096282952	,000000000	,051065595	48
Std. Predicted Value	-3,048	1,985	,000	1,000	48
Std. Residual	-1,927	1,761	,000	,934	48

```
COMPUTE sq_unst_pred_he2=unstand_predi_he2 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_he2=unstand_predi_he2 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
```

```
avg_comp_price_ddd
    sq_unst_pred_he2
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Squared unstand. predicted values for HE2, Ln Mailing flow, Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740	,548	,482	,054690441

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	6	,025	8,295	,000
	Residual	,123	41	,003		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,312	5,044		1,450
	Ln Detailing flow (calls)	1,820E-5	,030	,000	,001
	Ln Journal advertising flow	3,942E-5	,004	,002	,010
	Ln Mailing flow	-9,285E-6	,003	,000	-,003
	Ln Detailing stock (calls)	-,001	,109	-,004	-,011
	Ln Average competitors price per DDD	-,004	,234	-,003	-,018
	Squared unstand. predicted values for HE2	,034	,021	,735	1,636

Coefficients

Model		Sig.
1	(Constant)	,155
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,992
	Ln Mailing flow	,998
	Ln Detailing stock (calls)	,991
	Ln Average competitors price per DDD	,986
	Squared unstand. predicted values for HE2	,109

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-23,173	-,783	,438	-,123

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	1,271E-5

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,34656715	14,62973785	14,51762469	,056278762	48
Residual	-,105360813	,096236356	,000000000	,051080416	48
Std. Predicted Value	-3,039	1,992	,000	1,000	48
Std. Residual	-1,926	1,760	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd
    cub_unst_pred_he2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for HE2, Ln Mailing flow, Ln Journal advertising flow, Ln Average competitors price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740	,548	,482	,054706474

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	6	,025	8,286	,000
	Residual	,123	41	,003		
	Total	,271	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,753	3,573		2,730
	Ln Detailing flow (calls)	3,732E-5	,030	,000	,001
	Ln Journal advertising flow	7,942E-5	,004	,004	,020
	Ln Mailing flow	-1,861E-5	,003	-,001	-,006
	Ln Detailing stock (calls)	-,002	,109	-,009	-,022
	Ln Average competitors price per DDD	-,008	,232	-,006	-,036
	Cubed unstand. predicted values for HE2	,002	,001	,729	1,628

Coefficients

Model		Sig.
1	(Constant)	,009
	Ln Detailing flow (calls)	,999
	Ln Journal advertising flow	,984
	Ln Mailing flow	,995
	Ln Detailing stock (calls)	,983
	Ln Average competitors price per DDD	,972
	Cubed unstand. predicted values for HE2	,111

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average drug price per DDD	-11,875	-,800	,429	-,125

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average drug price per DDD	5,044E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=32 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=32 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Average competitors price per DDD, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680	,462	,193	,065063975

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,044	6	,007	1,716	,200
	Residual	,051	12	,004		
	Total	,094	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,943	1,658		7,807
	Ln Detailing flow (calls)	,031	,075	,131	,419
	Ln Journal advertising flow	,007	,005	,303	1,339
	Ln Mailing flow	,001	,006	,047	,189
	Ln Detailing stock (calls)	,031	,135	,074	,231
	Ln Average drug price per DDD	-,703	1,402	-,338	-,502
	Ln Average competitors price per DDD	-,313	,629	-,331	-,498

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,682
	Ln Journal advertising flow	,205
	Ln Mailing flow	,854
	Ln Detailing stock (calls)	,821
	Ln Average drug price per DDD	,625
	Ln Average competitors price per DDD	,627

Period 2

```
USE ALL.
COMPUTE filter_$=(product=32 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=32 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
avg_comp_price_ddd.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Average competitors price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,601	,361	,187	,053405904

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,035	6	,006	2,074	,098
	Residual	,063	22	,003		
	Total	,098	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,714	1,213		12,131
	Ln Detailing flow (calls)	,040	,048	,199	,839
	Ln Journal advertising flow	,006	,003	,448	2,466
	Ln Mailing flow	-,005	,005	-,212	-,909
	Ln Detailing stock (calls)	-,068	,124	-,235	-,550
	Ln Average drug price per DDD	-,203	,238	-,387	-,855
	Ln Average competitors price per DDD	,112	,518	,066	,217

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,410
	Ln Journal advertising flow	,022
	Ln Mailing flow	,373
	Ln Detailing stock (calls)	,588
	Ln Average drug price per DDD	,402
	Ln Average competitors price per DDD	,830

12.9. Product HE3

```
USE ALL.
COMPUTE filter_$=(product=33).
VARIABLE LABELS filter_$ 'product=33 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Drug age, Ln Detailing flow (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,956	,914	,780	,106526548	,914	6,840

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	11	,001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	16,553	12,377		1,337
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099
	Ln Mailing flow	,012	,020	,117	,586
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586
	Ln Detailing stock (calls)	,031	,082	,149	,375
	Ln Other marketing expenditures stock	,007	,019	,079	,400
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167
	Drug age	-,022	,020	-1,087	-1,136
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626
	Very useful (% of calls)	-,073	,112	-,128	-,653
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481
	Ln Avg number of products presented during the calls	,064	,087	,119	,732

Coefficients

Model		Sig.
1	(Constant)	,208
	Ln Sales in DDDs lagged one period	,895
	Ln Sales in DDDs lagged two periods	,612
	Ln Detailing flow (calls)	,923
	Ln Mailing flow	,570
	Ln Competitive global marketing expenditures flow	,570
	Ln Detailing stock (calls)	,714
	Ln Other marketing expenditures stock	,697
	Ln Competitive global marketing expenditures stock	,884
	Ln Average drug price per DDD	,667
	Ln Average competitors price per DDD	,268
	Drug age	,280
	Ln Drug price x Ln Detailing flow	,930
	Ipad / Tablet (% of times used in calls)	,197
	Printed material (% of times used in calls)	,544
	Very useful (% of calls)	,527
	Increase / Will begin to prescribe (% of calls)	,640

Ln Avg number of products presented during the calls	,480

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls mailing compet_global det_stock
ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Drug age, Ln Detailing flow (calls)
2	Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,956	,913	,798	,102075645	,913	7,913
2	,956	,914	,780	,106526548	,000	,018

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	12	,000
2	1	11	,895

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,319	16	,082	7,913	,000
	Residual	,125	12	,010		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	17,518	9,675		1,811	,095
	Ln Sales in DDDs lagged two periods	,191	,333	,173	,575	,576
	Ln Detailing flow (calls)	-,026	,454	-,150	-,057	,956
	Ln Mailing flow	,011	,019	,111	,595	,563
	Ln Competitive global marketing expenditures flow	,107	,165	,131	,649	,529
	Ln Detailing stock (calls)	,032	,078	,155	,411	,688
	Ln Other marketing expenditures stock	,008	,017	,087	,473	,645
	Ln Competitive global marketing expenditures stock	-,074	,389	-,053	-,189	,853
	Ln Average drug price per DDD	-1,421	2,328	-1,071	-,610	,553
	Ln Average competitors price per DDD	4,089	2,777	,566	1,473	,167
	Drug age	-,024	,015	-1,165	-1,597	,136
	Ln Drug price x Ln Detailing flow	-,014	,313	-,097	-,044	,965
	Ipad / Tablet (% of times used in calls)	,188	,117	,217	1,609	,134
	Printed material (% of times used in calls)	-,069	,093	-,111	-,743	,472
	Very useful (% of calls)	-,075	,107	-,130	-,697	,499
	Increase / Will begin to prescribe (% of calls)	,065	,105	,112	,623	,545
	Ln Avg number of products presented during the calls	,058	,073	,108	,795	,442
2	(Constant)	16,553	12,377		1,337	,208
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640

	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,045	,135	,895	,041

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,071

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls mailing compet_global det_stock
ome_stock avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet printed very_useful
incr_or_begin
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Drug age, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Detailing flow (calls)	.
2	Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,956	,913	,813	,098217488	,913	9,115
2	,956	,914	,780	,106526548	,000	,026

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	13	,000
2	2	11	,975

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,319	15	,088	9,115	,000
	Residual	,125	13	,010		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,657	8,216		2,027	,064
	Ln Sales in DDDs lagged two periods	,201	,316	,182	,637	,535
	Ln Detailing flow (calls)	-,081	,335	-,472	-,241	,813
	Ln Mailing flow	,011	,018	,114	,640	,533
	Ln Competitive global marketing expenditures flow	,086	,118	,105	,730	,478
	Ln Detailing stock (calls)	,030	,074	,144	,401	,695
	Ln Other marketing expenditures stock	,006	,013	,065	,472	,645
	Ln Average drug price per DDD	-1,097	1,522	-,827	-,721	,484
	Ln Average competitors price per DDD	3,865	2,418	,535	1,599	,134
	Drug age	-,022	,012	-1,090	-1,848	,087
	Ln Drug price x Ln Detailing flow	-,051	,234	-,359	-,218	,831
	Ipad / Tablet (% of times used in calls)	,178	,099	,205	1,803	,095
	Printed material (% of times used in calls)	-,078	,077	-,125	-1,007	,332
	Very useful (% of calls)	-,073	,103	-,127	-,711	,490
	Increase / Will begin to prescribe (% of calls)	,055	,086	,094	,641	,533
	Ln Avg number of products presented during the calls	,063	,066	,118	,961	,354
2	(Constant)	16,553	12,377		1,337	,208
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923

	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,055	,177	,862	,051
	Ln Competitive global marketing expenditures stock	-,053	-,189	,853	-,055

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,074
	Ln Competitive global marketing expenditures stock	,093

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls mailing compet_global det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det ipad_tablet printed very_useful
incr_or_begin
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ln Detailing stock (calls), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls)
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,955	,912	,823	,095453388	,912	10,323
2	,956	,914	,780	,106526548	,002	,080

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	14	,000
2	3	11	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,317	14	,094	10,323	,000
	Residual	,128	14	,009		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,815	7,621		2,338	,035
	Ln Sales in DDDs lagged two periods	,155	,292	,139	,530	,605
	Ln Detailing flow (calls)	-,124	,314	-,724	-,396	,698
	Ln Mailing flow	,016	,015	,159	1,085	,296
	Ln Competitive global marketing expenditures flow	,062	,103	,075	,599	,558
	Ln Detailing stock (calls)	,051	,057	,247	,890	,389
	Ln Average drug price per DDD	-,911	1,428	-,687	-,638	,534
	Ln Average competitors price per DDD	4,111	2,295	,569	1,791	,095

	Drug age	-,020	,011	-,998	-1,845	,086
	Ln Drug price x Ln Detailing flow	-,081	,219	-,567	-,368	,719
	Ipad / Tablet (% of times used in calls)	,185	,094	,214	1,960	,070
	Printed material (% of times used in calls)	-,089	,071	-,144	-1,260	,228
	Very useful (% of calls)	-,097	,088	-,168	-1,100	,290
	Increase / Will begin to prescribe (% of calls)	,065	,081	,111	,803	,435
	Ln Avg number of products presented during the calls	,064	,064	,119	1,002	,333
2	(Constant)	16,553	12,377		1,337	,208
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,079	,265	,795	,073
	Ln Other marketing expenditures stock	,065	,472	,645	,130
	Ln Competitive global marketing expenditures stock	,030	,141	,890	,039

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,077
	Ln Other marketing expenditures stock	,353
	Ln Competitive global marketing expenditures stock	,153

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing compet_global det_stock avg_price_ddd
avg_comp_price_ddd drug_age
    price_x_det ipad_tablet printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Very useful (% of calls), Drug age, Ln Average drug price per DDD, Ln Detailing flow (calls)
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,954	,910	,832	,093135745	,910	11,654
2	,956	,914	,780	,106526548	,004	,116

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	15	,000
2	4	11	,974

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,314	13	,101	11,654	,000
	Residual	,130	15	,009		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,631	2,423		8,929	,000
	Ln Detailing flow (calls)	-,191	,280	-1,115	-,683	,505
	Ln Mailing flow	,020	,011	,205	1,778	,096
	Ln Competitive global marketing expenditures flow	,046	,096	,056	,474	,642
	Ln Detailing stock (calls)	,065	,049	,315	1,312	,209
	Ln Average drug price per DDD	-,847	1,389	-,639	-,610	,551
	Ln Average competitors price per DDD	5,058	1,402	,700	3,609	,003
	Drug age	-,022	,010	-1,091	-2,183	,045
	Ln Drug price x Ln Detailing flow	-,127	,196	-,890	-,644	,529
	Ipad / Tablet (% of times used in calls)	,199	,089	,230	2,248	,040
	Printed material (% of times used in calls)	-,099	,067	-,160	-1,484	,159
	Very useful (% of calls)	-,105	,084	-,183	-1,254	,229
	Increase / Will begin to prescribe (% of calls)	,062	,079	,105	,785	,444
	Ln Avg number of products presented during the calls	,061	,062	,113	,980	,343
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,099	,346	,735	,092
	Ln Sales in DDDs lagged two periods	,139	,530	,605	,140
	Ln Other marketing expenditures stock	,038	,294	,773	,078
	Ln Competitive global marketing expenditures stock	-,006	-,031	,975	-,008

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,078
	Ln Sales in DDDs lagged two periods	,091
	Ln Other marketing expenditures stock	,391
	Ln Competitive global marketing expenditures stock	,171

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Very useful (% of calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,953	,909	,840	,090852152	,909	13,248
2	,956	,914	,780	,106526548	,005	,128

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	16	,000
2	5	11	,983

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,312	12	,109	13,248	,000
	Residual	,132	16	,008		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,601	1,268		17,823	,000
	Ln Detailing flow (calls)	-,199	,272	-1,162	-,731	,475
	Ln Mailing flow	,021	,011	,212	1,905	,075
	Ln Detailing stock (calls)	,065	,048	,319	1,365	,191
	Ln Average drug price per DDD	-,893	1,351	-,673	-,661	,518
	Ln Average competitors price per DDD	5,488	1,044	,759	5,257	,000
	Drug age	-,023	,010	-1,106	-2,274	,037
	Ln Drug price x Ln Detailing flow	-,134	,191	-,940	-,699	,494
	Ipad / Tablet (% of times used in calls)	,203	,086	,234	2,355	,032
	Printed material (% of times used in calls)	-,108	,062	-,174	-1,732	,102
	Very useful (% of calls)	-,106	,082	-,184	-1,291	,215
	Increase / Will begin to prescribe (% of calls)	,051	,074	,087	,696	,497
	Ln Avg number of products presented during the calls	,069	,058	,129	1,192	,251
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640

	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,089	,320	,753	,082
	Ln Sales in DDDs lagged two periods	,092	,376	,712	,097
	Ln Competitive global marketing expenditures flow	,056	,474	,642	,122
	Ln Other marketing expenditures stock	,013	,111	,913	,029
	Ln Competitive global marketing expenditures stock	,034	,207	,839	,053

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,079
	Ln Sales in DDDs lagged two periods	,100
	Ln Competitive global marketing expenditures flow	,439
	Ln Other marketing expenditures stock	,449
	Ln Competitive global marketing expenditures stock	,227

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Average competitors price per DDD, Very useful (% of calls), Printed material (% of times used in calls), Ln Drug price x Ln Detailing flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,952	,906	,845	,089462861	,906	14,860
2	,956	,914	,780	,106526548	,008	,165

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	17	,000
2	6	11	,981

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,308	11	,119	14,860	,000
	Residual	,136	17	,008		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,728	1,236		18,393	,000
	Ln Detailing flow (calls)	-,171	,265	-,998	-,645	,528
	Ln Mailing flow	,021	,011	,211	1,923	,071
	Ln Detailing stock (calls)	,061	,047	,299	1,309	,208
	Ln Average drug price per DDD	-1,071	1,307	-,808	-,820	,424
	Ln Average competitors price per DDD	5,526	1,027	,765	5,383	,000
	Drug age	-,025	,009	-1,199	-2,603	,019
	Ln Drug price x Ln Detailing flow	-,114	,186	-,798	-,610	,550

	Ipad / Tablet (% of times used in calls)	,191	,083	,221	2,298	,034
	Printed material (% of times used in calls)	-,112	,061	-,181	-1,835	,084
	Very useful (% of calls)	-,063	,053	-,109	-1,188	,251
	Ln Avg number of products presented during the calls	,059	,055	,110	1,068	,301
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,146	,602	,556	,149
	Ln Sales in DDDs lagged two periods	,095	,392	,700	,098
	Ln Competitive global marketing expenditures flow	,029	,266	,794	,066
	Ln Other marketing expenditures stock	,037	,342	,737	,085
	Ln Competitive global marketing expenditures stock	,069	,473	,643	,117
	Increase / Will begin to prescribe (% of calls)	,087	,696	,497	,171

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,098
	Ln Sales in DDDs lagged two periods	,100
	Ln Competitive global marketing expenditures flow	,477

	Ln Other marketing expenditures stock	,508
	Ln Competitive global marketing expenditures stock	,271
	Increase / Will begin to prescribe (% of calls)	,364

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Very useful (% of calls), Ln Average competitors price per DDD, Ln Mailing flow, Ln Drug price x Ln Detailing flow, Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)	.	Enter
2	Ln Competitive global marketing expenditures flow, Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,948	,899	,844	,089810588	,899	16,106
2	,956	,914	,780	,106526548	,014	,256

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	18	,000
2	7	11	,959

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,299	10	,130	16,106	,000
	Residual	,145	18	,008		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	22,856	1,235		18,514	,000
	Ln Detailing flow (calls)	-,104	,259	-,604	-,400	,694
	Ln Mailing flow	,021	,011	,207	1,884	,076
	Ln Detailing stock (calls)	,058	,047	,280	1,226	,236
	Ln Average drug price per DDD	-1,401	1,274	-1,056	-1,100	,286
	Ln Average competitors price per DDD	5,623	1,027	,778	5,477	,000
	Drug age	-,027	,009	-1,326	-2,969	,008
	Ln Drug price x Ln Detailing flow	-,060	,180	-,424	-,335	,742
	Ipad / Tablet (% of times used in calls)	,213	,081	,246	2,636	,017
	Printed material (% of times used in calls)	-,091	,058	-,146	-1,564	,135
	Very useful (% of calls)	-,057	,053	-,099	-1,080	,294
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,007	-,031	,976	-,008
	Ln Sales in DDDs lagged two periods	,045	,187	,854	,045

	Ln Competitive global marketing expenditures flow	,063	,611	,550	,146
	Ln Other marketing expenditures stock	,021	,193	,849	,047
	Ln Competitive global marketing expenditures stock	,042	,288	,776	,070
	Increase / Will begin to prescribe (% of calls)	,050	,406	,690	,098
	Ln Avg number of products presented during the calls	,110	1,068	,301	,251

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,135
	Ln Sales in DDDs lagged two periods	,104
	Ln Competitive global marketing expenditures flow	,541
	Ln Other marketing expenditures stock	,518
	Ln Competitive global marketing expenditures stock	,279
	Increase / Will begin to prescribe (% of calls)	,389
	Ln Avg number of products presented during the calls	,521

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Ln Mailing flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls)
2	Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,945	,893	,842	,090205273	,893	17,611
2	,956	,914	,780	,106526548	,021	,328

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	19	,000
2	8	11	,938

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,290	9	,143	17,611	,000
	Residual	,155	19	,008		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,575	1,212		18,626	,000
	Ln Detailing flow (calls)	-,004	,243	-,023	-,016	,987
	Ln Mailing flow	,018	,011	,182	1,686	,108
	Ln Detailing stock (calls)	,045	,046	,218	,982	,338
	Ln Average drug price per DDD	-1,842	1,213	-1,389	-1,519	,145
	Ln Average competitors price per DDD	5,376	1,005	,744	5,348	,000
	Drug age	-,030	,009	-1,487	-3,513	,002
	Ln Drug price x Ln Detailing flow	,010	,169	,070	,059	,954
	Ipad / Tablet (% of times used in calls)	,187	,077	,215	2,412	,026
	Printed material (% of times used in calls)	-,080	,057	-,129	-1,395	,179
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544

	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,037	-,179	,860	-,042
	Ln Sales in DDDs lagged two periods	,107	,465	,647	,109
	Ln Competitive global marketing expenditures flow	,088	,888	,386	,205
	Ln Other marketing expenditures stock	,045	,435	,669	,102
	Ln Competitive global marketing expenditures stock	,036	,247	,808	,058
	Very useful (% of calls)	-,099	-1,080	,294	-,247
	Increase / Will begin to prescribe (% of calls)	-,042	-,510	,617	-,119
	Ln Avg number of products presented during the calls	,098	,941	,359	,216

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,138
	Ln Sales in DDDs lagged two periods	,112
	Ln Competitive global marketing expenditures flow	,586
	Ln Other marketing expenditures stock	,549
	Ln Competitive global marketing expenditures stock	,280
	Very useful (% of calls)	,669
	Increase / Will begin to prescribe (% of calls)	,863
	Ln Avg number of products presented during the calls	,527

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
```

```
very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,882	,835	,092311230	,882	18,686
2	,956	,914	,780	,106526548	,032	,446

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	20	,000
2	9	11	,882

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,274	8	,159	18,686	,000
	Residual	,170	20	,009		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,089	1,188		18,594	,000
	Ln Detailing flow (calls)	,067	,243	,389	,274	,787
	Ln Mailing flow	,013	,010	,127	1,235	,231
	Ln Detailing stock (calls)	,045	,047	,219	,965	,346
	Ln Average drug price per DDD	-2,143	1,221	-1,615	-1,755	,095
	Ln Average competitors price per DDD	5,104	1,009	,706	5,058	,000

	Drug age	-,032	,009	-1,562	-3,636	,002
	Ln Drug price x Ln Detailing flow	,054	,169	,380	,319	,753
	Ipad / Tablet (% of times used in calls)	,201	,079	,232	2,554	,019
2	(Constant)	16,553	12,377		1,337	,208
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923
	Ln Mailing flow	,012	,020	,117	,586	,570
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268
	Drug age	-,022	,020	-1,087	-1,136	,280
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,139	-,730	,474	-,165
	Ln Sales in DDDs lagged two periods	,164	,718	,481	,163
	Ln Competitive global marketing expenditures flow	,099	,986	,337	,221
	Ln Other marketing expenditures stock	,068	,654	,521	,148
	Ln Competitive global marketing expenditures stock	,026	,172	,865	,040
	Printed material (% of times used in calls)	-,129	-1,395	,179	-,305
	Very useful (% of calls)	-,074	-,797	,435	-,180
	Increase / Will begin to prescribe (% of calls)	-,012	-,152	,881	-,035
	Ln Avg number of products presented during the calls	,044	,428	,674	,098

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,167
	Ln Sales in DDDs lagged two periods	,116
	Ln Competitive global marketing expenditures flow	,590
	Ln Other marketing expenditures stock	,566
	Ln Competitive global marketing expenditures stock	,281
	Printed material (% of times used in calls)	,658
	Very useful (% of calls)	,688
	Increase / Will begin to prescribe (% of calls)	,919
	Ln Avg number of products presented during the calls	,587

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age price_x_det
    ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow	.
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,882	,835	,092311230	,882	18,686
2	,956	,914	,780	,106526548	,032	,446

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	20	,000
2	9	11	,882

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,274	8	,159	18,686	,000
	Residual	,170	20	,009		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	22,089	1,188		18,594	,000		
	Ln Detailing flow (calls)	,067	,243	,389	,274	,787	,003	340,063
	Ln Mailing flow	,013	,010	,127	1,235	,231	,558	1,791
	Ln Detailing stock (calls)	,045	,047	,219	,965	,346	,114	8,763
	Ln Average drug price per DDD	-2,143	1,221	-1,615	-1,755	,095	,007	143,620
	Ln Average competitors price per DDD	5,104	1,009	,706	5,058	,000	,302	3,307
	Drug age	-,032	,009	-1,562	-3,636	,002	,032	31,268
	Ln Drug price x Ln Detailing flow	,054	,169	,380	,319	,753	,004	240,474
	Ipad / Tablet (% of times used in calls)	,201	,079	,232	2,554	,019	,718	1,393
2	(Constant)	16,553	12,377		1,337	,208		
	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923	,001	1115,621
	Ln Mailing flow	,012	,020	,117	,586	,570	,199	5,035
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714	,050	20,072
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667	,002	563,883
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268	,037	26,841
	Drug age	-,022	,020	-1,087	-1,136	,280	,009	116,613
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930	,001	778,304
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197	,337	2,965
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895	,071	14,072
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612	,078	12,848
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570	,172	5,810
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697	,199	5,025

	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884	,089	11,213
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544	,184	5,438
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527	,206	4,858
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640	,184	5,445
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480	,297	3,367

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,139	-,730	,474	-,165	,167
	Ln Sales in DDDs lagged two periods	,164	,718	,481	,163	,116
	Ln Competitive global marketing expenditures flow	,099	,986	,337	,221	,590
	Ln Other marketing expenditures stock	,068	,654	,521	,148	,566
	Ln Competitive global marketing expenditures stock	,026	,172	,865	,040	,281
	Printed material (% of times used in calls)	-,129	-1,395	,179	-,305	,658
	Very useful (% of calls)	-,074	-,797	,435	-,180	,688
	Increase / Will begin to prescribe (% of calls)	-,012	-,152	,881	-,035	,919
	Ln Avg number of products presented during the calls	,044	,428	,674	,098	,587

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	5,972	,003
	Ln Sales in DDDs lagged two periods	8,598	,003
	Ln Competitive global marketing expenditures flow	1,694	,003
	Ln Other marketing expenditures stock	1,768	,003
	Ln Competitive global marketing expenditures stock	3,565	,002
	Printed material (% of times used in calls)	1,519	,003
	Very useful (% of calls)	1,453	,003
	Increase / Will begin to prescribe (% of calls)	1,088	,003
	Ln Avg number of products presented during the calls	1,703	,003

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Mailing flow
1	1	7,120	1,000	,00	,00	,00
	2	,874	2,854	,00	,00	,06
	3	,820	2,946	,00	,00	,48
	4	,130	7,395	,00	,00	,03

	5	,049	12,029	,00	,00	,05
	6	,005	36,503	,00	,01	,00
	7	,000	126,006	,03	,00	,08
	8	,000	226,126	,97	,06	,01
	9	4,424E-5	401,178	,00	,93	,29
2	1	13,874	1,000	,00	,00	,00
	2	1,250	3,331	,00	,00	,02
	3	1,024	3,682	,00	,00	,07
	4	,781	4,214	,00	,00	,00
	5	,457	5,509	,00	,00	,14
	6	,242	7,577	,00	,00	,00
	7	,156	9,425	,00	,00	,01
	8	,104	11,576	,00	,00	,00
	9	,081	13,066	,00	,00	,01
	10	,025	23,753	,00	,00	,04
	11	,006	48,482	,00	,00	,00
	12	,000	173,636	,00	,00	,03
	13	,000	187,433	,00	,02	,02
	14	,000	345,952	,00	,00	,00
	15	4,725E-5	541,859	,00	,12	,07
	16	1,280E-5	1041,152	,00	,07	,00
	17	7,734E-6	1339,326	,01	,69	,54
	18	1,924E-6	2685,387	,98	,09	,04

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing stock (calls)	Ln Average drug price per DDD	Ln Average competitors price per DDD	Drug age	Ln Drug price x Ln Detailing flow
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,07	,00	,00	,00	,00
	6	,13	,00	,00	,00	,02
	7	,39	,01	,37	,09	,00
	8	,04	,00	,58	,05	,06
	9	,37	,98	,05	,86	,92
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,06	,00	,00	,00	,00
	11	,08	,00	,00	,00	,01
	12	,10	,00	,05	,01	,00
	13	,17	,00	,01	,03	,02
	14	,00	,00	,06	,00	,00
	15	,22	,11	,00	,20	,13
	16	,00	,05	,00	,00	,06
	17	,18	,51	,02	,27	,69
	18	,18	,33	,87	,48	,10

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ipad / Tablet (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow
1	1	,00			
	2	,63			
	3	,07			
	4	,00			
	5	,17			
	6	,04			
	7	,02			
	8	,04			
	9	,03			
2	1	,00	,00	,00	,00
	2	,05	,00	,00	,00
	3	,03	,00	,00	,00
	4	,21	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,12	,00	,00	,00
	8	,03	,00	,00	,00
	9	,01	,00	,00	,00
	10	,06	,00	,00	,00
	11	,01	,00	,00	,00
	12	,03	,00	,00	,02
	13	,00	,00	,00	,03
	14	,01	,01	,03	,30
	15	,00	,01	,02	,04
	16	,01	,41	,10	,17
	17	,03	,19	,52	,43
	18	,39	,37	,33	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Printed material (% of times used in calls)	Very useful (% of calls)
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
2	1	,00	,00	,00	,00
	2	,00	,00	,02	,02
	3	,00	,00	,02	,01
	4	,00	,00	,00	,01
	5	,00	,00	,11	,01
	6	,00	,00	,06	,00
	7	,03	,00	,05	,23
	8	,00	,00	,01	,04

	9	,18	,00	,02	,27
	10	,07	,00	,00	,01
	11	,00	,00	,01	,01
	12	,00	,00	,00	,03
	13	,16	,00	,00	,06
	14	,01	,00	,05	,00
	15	,00	,06	,00	,14
	16	,08	,35	,01	,00
	17	,36	,24	,47	,08
	18	,10	,34	,17	,07

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,02	,00
	3	,00	,00
	4	,05	,00
	5	,00	,01
	6	,01	,18
	7	,19	,04
	8	,04	,07
	9	,14	,01
	10	,01	,24
	11	,01	,01
	12	,01	,00
	13	,05	,00
	14	,04	,05
	15	,12	,01
	16	,01	,00
	17	,12	,14
	18	,19	,22

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls mailing
compet_global det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det ipad_tablet printed
    very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Ln Avg number of products presented during the calls, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,939	,881	,842	,090315083	,881	22,295
2	,956	,914	,780	,106526548	,032	,409

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	21	,000
2	10	11	,915

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,273	7	,182	22,295	,000
	Residual	,171	21	,008		
	Total	1,444	28			
2	Regression	1,319	17	,078	6,840	,001
	Residual	,125	11	,011		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	22,192	1,118		19,848	,000	
	Ln Detailing flow (calls)	-,011	,016	-,062	-,659	,517	,641
	Ln Mailing flow	,014	,009	,144	1,657	,112	,752
	Ln Detailing stock (calls)	,053	,038	,259	1,380	,182	,161
	Ln Average drug price per DDD	-1,769	,330	-1,333	-5,361	,000	,091
	Ln Average competitors price per DDD	5,078	,984	,703	5,160	,000	,304
	Drug age	-,030	,005	-1,451	-5,805	,000	,090
	Ipad / Tablet (% of times used in calls)	,198	,076	,228	2,590	,017	,727
2	(Constant)	16,553	12,377		1,337	,208	

	Ln Detailing flow (calls)	-,050	,508	-,292	-,099	,923	,001
	Ln Mailing flow	,012	,020	,117	,586	,570	,199
	Ln Detailing stock (calls)	,031	,082	,149	,375	,714	,050
	Ln Average drug price per DDD	-1,235	2,792	-,931	-,442	,667	,002
	Ln Average competitors price per DDD	3,871	3,318	,536	1,167	,268	,037
	Drug age	-,022	,020	-1,087	-1,136	,280	,009
	Ipad / Tablet (% of times used in calls)	,182	,132	,209	1,372	,197	,337
	Ln Sales in DDDs lagged one period	,051	,380	,045	,135	,895	,071
	Ln Sales in DDDs lagged two periods	,184	,352	,166	,521	,612	,078
	Ln Competitive global marketing expenditures flow	,103	,176	,125	,586	,570	,172
	Ln Other marketing expenditures stock	,007	,019	,079	,400	,697	,199
	Ln Competitive global marketing expenditures stock	-,062	,415	-,044	-,149	,884	,089
	Ln Drug price x Ln Detailing flow	-,032	,352	-,222	-,090	,930	,001
	Printed material (% of times used in calls)	-,080	,128	-,129	-,626	,544	,184
	Very useful (% of calls)	-,073	,112	-,128	-,653	,527	,206
	Increase / Will begin to prescribe (% of calls)	,058	,121	,100	,481	,640	,184
	Ln Avg number of products presented during the calls	,064	,087	,119	,732	,480	,297

Coefficients

Model		Collinearity Statistics VIF
1	(Constant)	
	Ln Detailing flow (calls)	1,561
	Ln Mailing flow	1,330
	Ln Detailing stock (calls)	6,216
	Ln Average drug price per DDD	10,953
	Ln Average competitors price per DDD	3,285
	Drug age	11,069
	Ipad / Tablet (% of times used in calls)	1,375
2	(Constant)	
	Ln Detailing flow (calls)	1115,621
	Ln Mailing flow	5,035
	Ln Detailing stock (calls)	20,072
	Ln Average drug price per DDD	563,883
	Ln Average competitors price per DDD	26,841
	Drug age	116,613
	Ipad / Tablet (% of times used in calls)	2,965
	Ln Sales in DDDs lagged one period	14,072
	Ln Sales in DDDs lagged two periods	12,848
	Ln Competitive global marketing expenditures flow	5,810
	Ln Other marketing expenditures stock	5,025
	Ln Competitive global marketing expenditures stock	11,213
	Ln Drug price x Ln Detailing flow	778,304
	Printed material (% of times used in calls)	5,438
	Very useful (% of calls)	4,858
	Increase / Will begin to prescribe (% of calls)	5,445
	Ln Avg number of products presented during the calls	3,367

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,139	-,751	,462	-,166	,167
	Ln Sales in DDDs lagged two periods	,127	,598	,557	,132	,128
	Ln Competitive global marketing expenditures flow	,101	1,039	,311	,226	,597
	Ln Other marketing expenditures stock	,069	,677	,506	,150	,566
	Ln Competitive global marketing expenditures stock	,039	,304	,764	,068	,357
	Ln Drug price x Ln Detailing flow	,380	,319	,753	,071	,004
	Printed material (% of times used in calls)	-,130	-1,468	,158	-,312	,682
	Very useful (% of calls)	-,075	-,879	,390	-,193	,776
	Increase / Will begin to prescribe (% of calls)	-,016	-,208	,837	-,047	,947
	Ln Avg number of products presented during the calls	,048	,490	,630	,109	,608

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	5,971	,050
	Ln Sales in DDDs lagged two periods	7,786	,043
	Ln Competitive global marketing expenditures flow	1,676	,079
	Ln Other marketing expenditures stock	1,767	,071
	Ln Competitive global marketing expenditures stock	2,801	,071
	Ln Drug price x Ln Detailing flow	240,474	,003
	Printed material (% of times used in calls)	1,465	,090
	Very useful (% of calls)	1,289	,090
	Increase / Will begin to prescribe (% of calls)	1,056	,087
	Ln Avg number of products presented during the calls	1,646	,090

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Mailing flow
1	1	6,177	1,000	,00	,00	,00
	2	,874	2,658	,00	,00	,08
	3	,813	2,757	,00	,00	,65
	4	,095	8,060	,00	,54	,06
	5	,039	12,568	,00	,12	,05
	6	,002	60,521	,04	,29	,02
	7	,000	120,048	,01	,03	,08
	8	,000	224,383	,96	,01	,06
2	1	13,874	1,000	,00	,00	,00
	2	1,250	3,331	,00	,00	,02
	3	1,024	3,682	,00	,00	,07
	4	,781	4,214	,00	,00	,00
	5	,457	5,509	,00	,00	,14
	6	,242	7,577	,00	,00	,00

	7	,156	9,425	,00	,00	,01
	8	,104	11,576	,00	,00	,00
	9	,081	13,066	,00	,00	,01
	10	,025	23,753	,00	,00	,04
	11	,006	48,482	,00	,00	,00
	12	,000	173,636	,00	,00	,03
	13	,000	187,433	,00	,02	,02
	14	,000	345,952	,00	,00	,00
	15	4,725E-5	541,859	,00	,12	,07
	16	1,280E-5	1041,152	,00	,07	,00
	17	7,734E-6	1339,326	,01	,69	,54
	18	1,924E-6	2685,387	,98	,09	,04

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing stock (calls)	Ln Average drug price per DDD	Ln Average competitors price per DDD	Drug age	Ipad / Tablet (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,64
	3	,00	,00	,00	,00	,07
	4	,00	,00	,00	,00	,01
	5	,14	,00	,00	,00	,19
	6	,15	,39	,00	,03	,02
	7	,54	,02	,41	,36	,02
	8	,17	,58	,59	,61	,06
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,05
	3	,00	,00	,00	,00	,03
	4	,00	,00	,00	,00	,21
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,12
	8	,00	,00	,00	,00	,03
	9	,00	,00	,00	,00	,01
	10	,06	,00	,00	,00	,06
	11	,08	,00	,00	,00	,01
	12	,10	,00	,05	,01	,03
	13	,17	,00	,01	,03	,00
	14	,00	,00	,06	,00	,01
	15	,22	,11	,00	,20	,00
	16	,00	,05	,00	,00	,01
	17	,18	,51	,02	,27	,03
	18	,18	,33	,87	,48	,39

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
2	1	,00	,00	,00	,00

	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,03
	8	,00	,00	,00	,00
	9	,00	,00	,00	,18
	10	,00	,00	,00	,07
	11	,00	,00	,00	,00
	12	,00	,00	,02	,00
	13	,00	,00	,03	,16
	14	,01	,03	,30	,01
	15	,01	,02	,04	,00
	16	,41	,10	,17	,08
	17	,19	,52	,43	,36
	18	,37	,33	,02	,10

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Competitive global marketing expenditures stock	Ln Drug price x Ln Detailing flow	Printed material (% of times used in calls)	Very useful (% of calls)
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
2	1	,00	,00	,00	,00
	2	,00	,00	,02	,02
	3	,00	,00	,02	,01
	4	,00	,00	,00	,01
	5	,00	,00	,11	,01
	6	,00	,00	,06	,00
	7	,00	,00	,05	,23
	8	,00	,00	,01	,04
	9	,00	,00	,02	,27
	10	,00	,00	,00	,01
	11	,00	,01	,01	,01
	12	,00	,00	,00	,03
	13	,00	,02	,00	,06
	14	,00	,00	,05	,00
	15	,06	,13	,00	,14
	16	,35	,06	,01	,00
	17	,24	,69	,47	,08
	18	,34	,10	,17	,07

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		

	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,02	,00
	3	,00	,00
	4	,05	,00
	5	,00	,01
	6	,01	,18
	7	,19	,04
	8	,04	,07
	9	,14	,01
	10	,01	,24
	11	,01	,01
	12	,01	,00
	13	,05	,00
	14	,04	,05
	15	,12	,01
	16	,01	,00
	17	,12	,14
	18	,19	,22

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,939	,881	,842	,090315083

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,273	7	,182	22,295	,000
	Residual	,171	21	,008		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,192	1,118		19,848
	Ln Detailing flow (calls)	-,011	,016	-,062	-,659
	Ln Mailing flow	,014	,009	,144	1,657
	Ln Detailing stock (calls)	,053	,038	,259	1,380
	Ln Average drug price per DDD	-1,769	,330	-1,333	-5,361
	Ln Average competitors price per DDD	5,078	,984	,703	5,160
	Drug age	-,030	,005	-1,451	-5,805
	Ipad / Tablet (% of times used in calls)	,198	,076	,228	2,590

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,517
	Ln Mailing flow	,112
	Ln Detailing stock (calls)	,182
	Ln Average drug price per DDD	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Ipad / Tablet (% of times used in calls)	,017

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,52190495	15,41829014	15,21518383	,213223252	29
Residual	-,116740987	,174003735	,000000000	,078215157	29
Std. Predicted Value	-3,251	,953	,000	1,000	29
Std. Residual	-1,293	1,927	,000	,866	29

```
EXAMINE VARIABLES=residuals_he3
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals HE3	29	60,4%	19	39,6%	48	100,0%

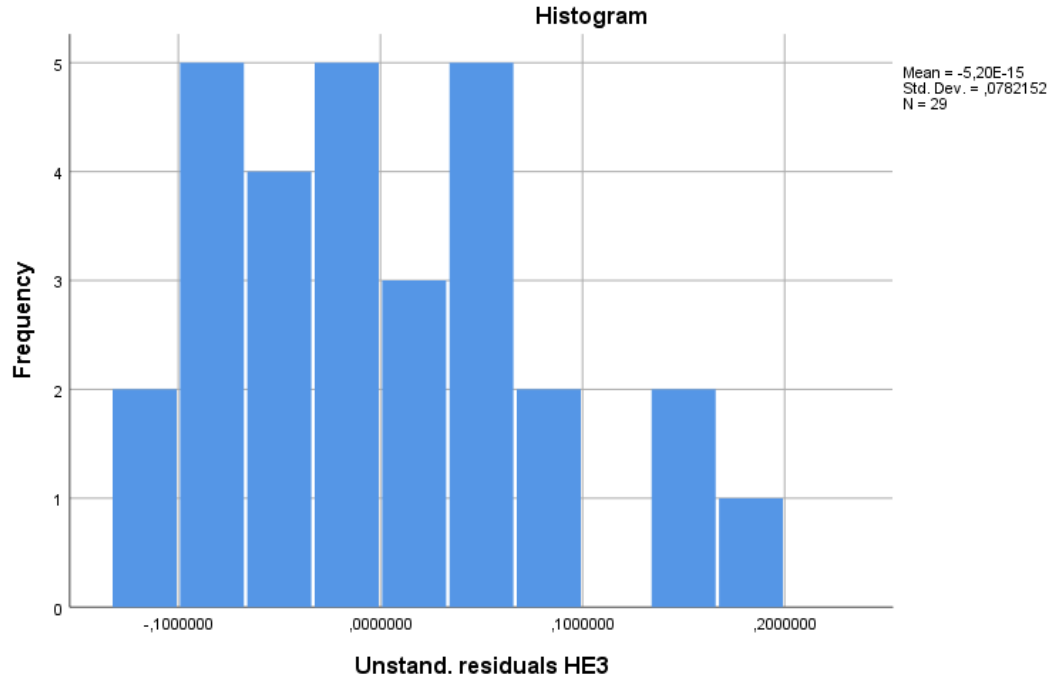
Descriptives

			Statistic	Std. Error
Unstand. residuals HE3	Mean		,000000000	,0145241900
	95% Confidence Interval for Mean	Lower Bound	-,029751454	
		Upper Bound	,029751454	
	5% Trimmed Mean		-,002801571	
	Median		-,008500307	
	Variance		,006	
	Std. Deviation		,0782151566	
	Minimum		-,1167410	
	Maximum		,1740037	
	Range		,2907447	
	Interquartile Range		,1145317	
	Skewness		,497	,434
	Kurtosis		-,367	,845

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals HE3	,087	29	,200	,963	29	,382

Unstand. residuals HE3

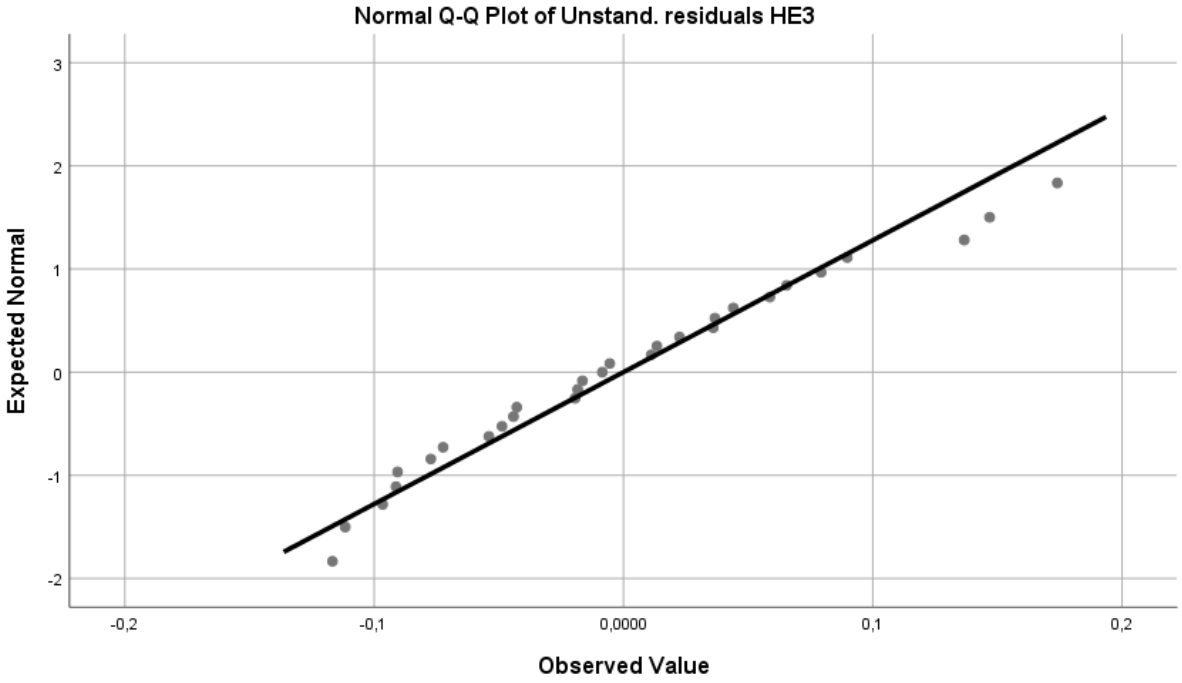


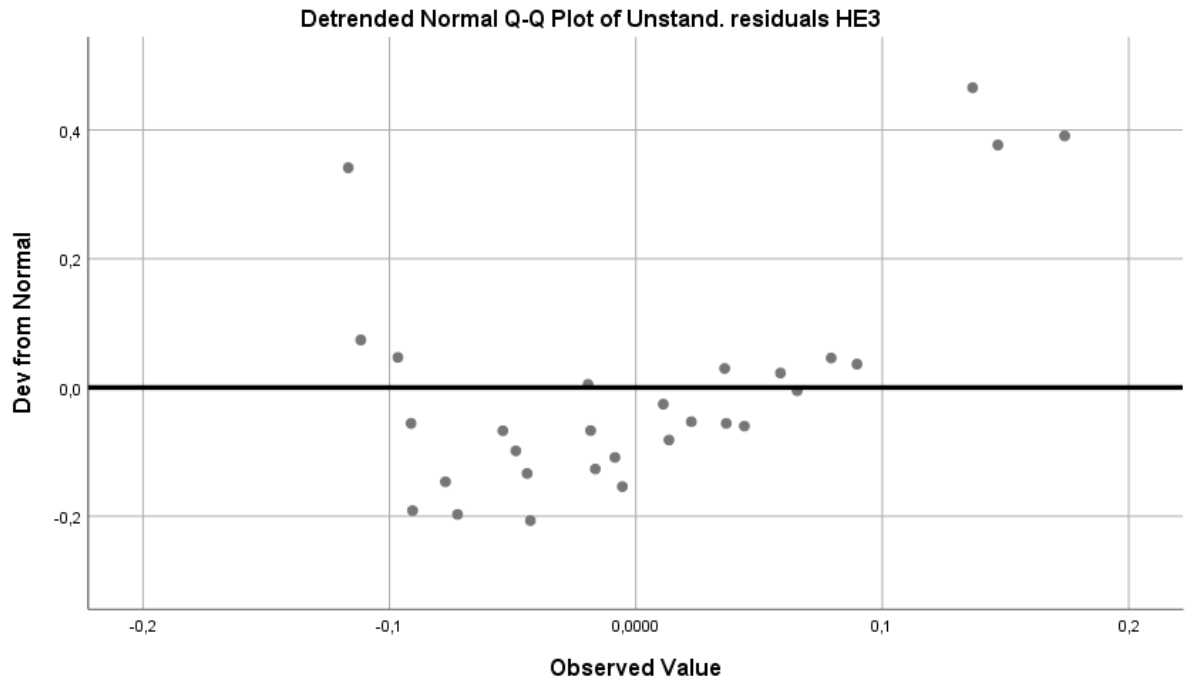
Unstand. residuals HE3 Stem-and-Leaf Plot

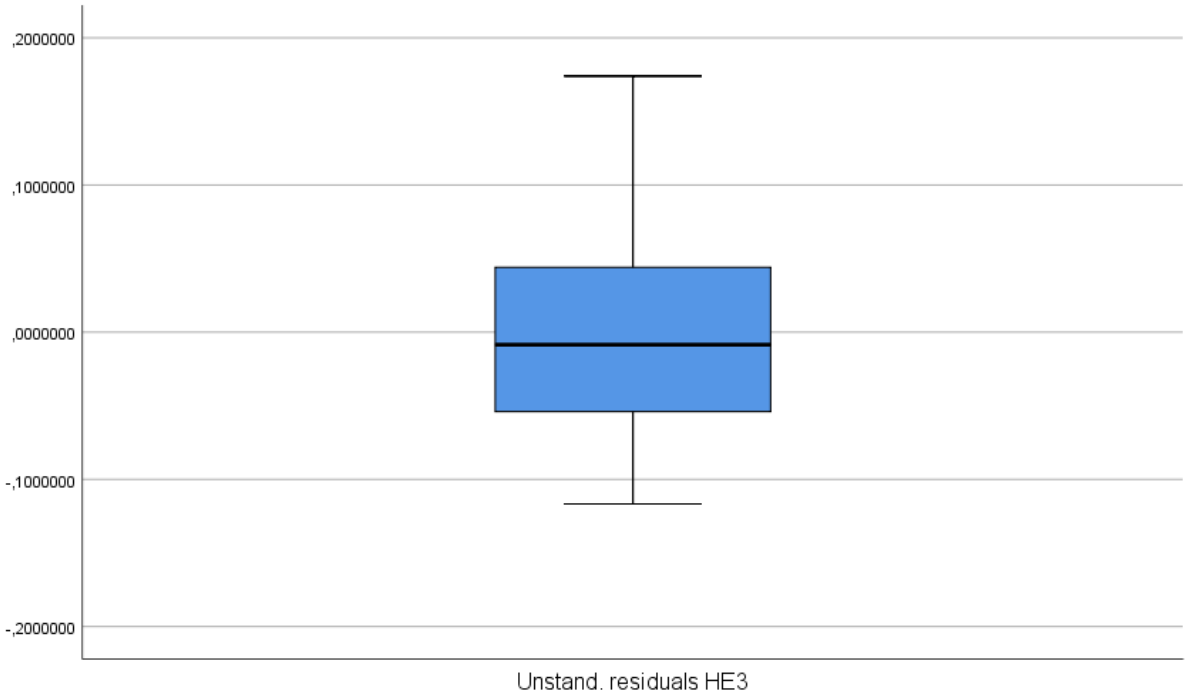
Frequency Stem & Leaf

2,00 -1 . 11
6,00 -0 . 577999
8,00 -0 . 00111444
6,00 0 . 112334
4,00 0 . 5678
2,00 1 . 34
1,00 1 . 7

Stem width: ,1000000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_he3
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,405	,164	-,115	,0077562680

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	7	,000	,587	,759
	Residual	,001	21	,000		
	Total	,002	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,038	,096		,398
	Ln Detailing flow (calls)	,001	,001	,144	,577
	Ln Mailing flow	,000	,001	-,036	-,156
	Ln Detailing stock (calls)	-,003	,003	-,403	-,810
	Ln Average drug price per DDD	-,015	,028	-,341	-,517
	Ln Average competitors price per DDD	,012	,085	,051	,140
	Drug age	,000	,000	-,281	-,424
	Ipad / Tablet (% of times used in calls)	-,010	,007	-,348	-1,485

Coefficients

Model		Sig.
1	(Constant)	,695
	Ln Detailing flow (calls)	,570
	Ln Mailing flow	,878
	Ln Detailing stock (calls)	,427
	Ln Average drug price per DDD	,611
	Ln Average competitors price per DDD	,890
	Drug age	,676
	Ipad / Tablet (% of times used in calls)	,152

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,000541930	,013588055	,005906659	,0029717148	29
Residual	-,0087066870	,0220852476	,0000000000	,0067171251	29
Std. Predicted Value	-1,805	2,585	,000	1,000	29
Std. Residual	-1,123	2,847	,000	,866	29

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ipad / Tablet (% of times used in calls), Ln Detailing flow (calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,939	,881	,842	,090315083

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,273	7	,182	22,295	,000
	Residual	,171	21	,008		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,192	1,118		19,848
	Ln Detailing flow (calls)	-,011	,016	-,062	-,659
	Ln Mailing flow	,014	,009	,144	1,657
	Ln Detailing stock (calls)	,053	,038	,259	1,380
	Ln Average drug price per DDD	-1,769	,330	-1,333	-5,361
	Ln Average competitors price per DDD	5,078	,984	,703	5,160
	Drug age	-,030	,005	-1,451	-5,805
	Ipad / Tablet (% of times used in calls)	,198	,076	,228	2,590

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,517
	Ln Mailing flow	,112
	Ln Detailing stock (calls)	,182

	Ln Average drug price per DDD	,000
	Ln Average competitors price per DDD	,000
	Drug age	,000
	Ipad / Tablet (% of times used in calls)	,017

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,52190495	15,41829014	15,21518383	,213223252	29
Residual	-,116740987	,174003735	,000000000	,078215157	29
Std. Predicted Value	-3,251	,953	,000	1,000	29
Std. Residual	-1,293	1,927	,000	,866	29

```
COMPUTE sq_unst_pred_he3=unstand_predi_he3 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_he3=unstand_predi_he3 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
    sq_unst_pred_he3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for HE3, Ln Detailing flow (calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,938	,880	,840	,090800754

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,271	7	,182	22,025	,000
	Residual	,173	21	,008		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,581	1,796		4,221
	Ln Detailing flow (calls)	-1,741E-6	,017	,000	,000
	Ln Mailing flow	-4,574E-5	,009	,000	-,005
	Ln Detailing stock (calls)	,002	,045	,008	,037
	Ln Average drug price per DDD	-,015	,280	-,012	-,055
	Ln Average competitors price per DDD	,074	1,161	,010	,064
	Ipad / Tablet (% of times used in calls)	-,002	,079	-,002	-,023
	Squared unstand. predicted values for HE3	,033	,006	,933	5,755

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	1,000
	Ln Mailing flow	,996
	Ln Detailing stock (calls)	,971
	Ln Average drug price per DDD	,957
	Ln Average competitors price per DDD	,950
	Ipad / Tablet (% of times used in calls)	,982
	Squared unstand. predicted values for HE3	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-29,934	-1,596	,126	-,336	1,511E-5

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet
    cub_unst_pred_he3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for HE3, Ln Detailing flow (calls), Ln Mailing flow, Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,937	,879	,838	,091309015

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,269	7	,181	21,747	,000
	Residual	,175	21	,008		
	Total	1,444	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10,137	1,409		7,194
	Ln Detailing flow (calls)	-1,664E-5	,017	,000	-,001
	Ln Mailing flow	-8,305E-5	,009	-,001	-,009
	Ln Detailing stock (calls)	,003	,045	,017	,075
	Ln Average drug price per DDD	-,031	,281	-,023	-,110
	Ln Average competitors price per DDD	,149	1,162	,021	,128
	Ipad / Tablet (% of times used in calls)	-,004	,080	-,004	-,045
	Cubed unstand. predicted values for HE3	,001	,000	,926	5,702

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,999
	Ln Mailing flow	,993
	Ln Detailing stock (calls)	,941
	Ln Average drug price per DDD	,914
	Ln Average competitors price per DDD	,899
	Ipad / Tablet (% of times used in calls)	,965
	Cubed unstand. predicted values for HE3	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	-15,746	-1,679	,109	-,351	6,039E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=33 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=33 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
```

```
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ipad / Tablet (% of times used in calls), Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Mailing flow, Drug age, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,508	,258	-,262	,070498159

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,017	7	,002	,496	,818
	Residual	,050	10	,005		
	Total	,067	17			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	17,079	4,182		4,083
	Ln Detailing flow (calls)	-,001	,017	-,034	-,083
	Ln Mailing flow	,014	,038	,300	,385
	Ln Detailing stock (calls)	,001	,065	,015	,017
	Ln Average drug price per DDD	-,456	,822	-1,123	-,554
	Ln Average competitors price per DDD	,791	2,331	,428	,339
	Drug age	-,010	,020	-,895	-,522
	Ipad / Tablet (% of times used in calls)	,104	,406	,203	,256

Coefficients

Model		Sig.
1	(Constant)	,002
	Ln Detailing flow (calls)	,935
	Ln Mailing flow	,708
	Ln Detailing stock (calls)	,986
	Ln Average drug price per DDD	,592
	Ln Average competitors price per DDD	,741
	Drug age	,613
	Ipad / Tablet (% of times used in calls)	,803

Period 2

```
USE ALL.
COMPUTE filter_$=(product=33 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=33 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
USE ALL.
COMPUTE filter_$=(product=33 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=33 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls mailing det_stock avg_price_ddd
avg_comp_price_ddd drug_age ipad_tablet.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ipad / Tablet (% of times used in calls), Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Mailing flow, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,959	,920	,732	,155440476

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,829	7	,118	4,900	,110
	Residual	,072	3	,024		
	Total	,901	10			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	16,985	7,274		2,335
	Ln Detailing flow (calls)	,007	,071	,021	,092
	Ln Mailing flow	-,003	,032	-,031	-,096
	Ln Detailing stock (calls)	,186	,185	,510	1,004
	Ln Average drug price per DDD	-2,256	4,008	-,433	-,563
	Ln Average competitors price per DDD	-2,681	9,707	-,215	-,276
	Drug age	-,050	,048	-1,154	-1,045
	Ipad / Tablet (% of times used in calls)	,162	,221	,213	,735

Coefficients

Model		Sig.
1	(Constant)	,102
	Ln Detailing flow (calls)	,932
	Ln Mailing flow	,930
	Ln Detailing stock (calls)	,389
	Ln Average drug price per DDD	,613
	Ln Average competitors price per DDD	,800
	Drug age	,373
	Ipad / Tablet (% of times used in calls)	,516

12.10. Product HE4

```
USE ALL.
COMPUTE filter_$=(product=34).
VARIABLE LABELS filter_$ 'product=34 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Global marketing expenditures stock x Ln Average competitors price, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Drug price x Ln Detailing stock, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,984	,978	,071514880	,984	160,890

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	5,605	7,443		,753
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784
	Ln Detailing flow (calls)	,128	,106	,478	1,206
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816
	Drug age	-,010	,009	-,290	-1,080
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149

Coefficients

Model		Sig.
1	(Constant)	,457
	Ln Sales in DDDs lagged one period	,272
	Ln Sales in DDDs lagged two periods	,083
	Ln Detailing flow (calls)	,236
	Ln Competitive global marketing expenditures flow	,425
	Ln Detailing stock (calls)	,019
	Ln Other marketing expenditures stock	,406
	Ln Competitive global marketing expenditures stock	,694
	Ln Average drug price per DDD	,052
	Ln Average competitors price per DDD	,420
	Drug age	,288

	Ln Drug price x Ln Detailing flow	,317
	Ln Drug price x Ln Detailing stock	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	,882

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls)	.
2	Ln Global marketing expenditures stock x Ln Average competitors price	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,992	,984	,979	,070508847	,984	179,305
2	,992	,984	,978	,071514880	,000	,022

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	12	35	,000
2	1	34	,882

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,697	12	,891	179,305	,000
	Residual	,174	35	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,317	7,087		,750	,458
	Ln Sales in DDDs lagged one period	,207	,175	,213	1,181	,245
	Ln Sales in DDDs lagged two periods	,349	,190	,364	1,834	,075
	Ln Detailing flow (calls)	,129	,104	,483	1,239	,223
	Ln Competitive global marketing expenditures flow	-,047	,059	-,029	-,805	,426
	Ln Detailing stock (calls)	1,085	,425	2,211	2,554	,015
	Ln Other marketing expenditures stock	-,007	,007	-,044	-1,050	,301
	Ln Competitive global marketing expenditures stock	-,068	,177	-,028	-,384	,703
	Ln Average drug price per DDD	-2,372	1,162	-,443	-2,042	,049
	Ln Average competitors price per DDD	-,986	,789	-,101	-1,250	,220
	Drug age	-,010	,009	-,282	-1,089	,284
	Ln Drug price x Ln Detailing flow	,087	,083	,391	1,048	,302
	Ln Drug price x Ln Detailing stock	,825	,331	1,983	2,490	,018
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052

	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Global marketing expenditures stock x Ln Average competitors price	-,030	-,149	,882	-,026

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Global marketing expenditures stock x Ln Average competitors price	,011

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures flow, Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Drug age, Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls)	.
2	Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,984	,979	,069669064	,984	200,336
2	,992	,984	,978	,071514880	,000	,083

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	2	34	,921

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,696	11	,972	200,336	,000
	Residual	,175	36	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,993	3,647		,821	,417
	Ln Sales in DDDs lagged one period	,241	,150	,248	1,607	,117
	Ln Sales in DDDs lagged two periods	,392	,151	,409	2,598	,014
	Ln Detailing flow (calls)	,123	,102	,461	1,210	,234
	Ln Competitive global marketing expenditures flow	-,042	,056	-,026	-,742	,463
	Ln Detailing stock (calls)	,993	,347	2,024	2,861	,007
	Ln Other marketing expenditures stock	-,008	,006	-,050	-1,321	,195
	Ln Average drug price per DDD	-2,146	,989	-,400	-2,170	,037
	Ln Average competitors price per DDD	-,975	,779	-,100	-1,251	,219
	Drug age	-,007	,004	-,195	-1,558	,128
	Ln Drug price x Ln Detailing flow	,082	,081	,368	1,011	,319

	Ln Drug price x Ln Detailing stock	,753	,270	1,810	2,786	,008
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	-,028	-,384	,703	-,065
	Ln Global marketing expenditures stock x Ln Average competitors price	-,018	-,091	,928	-,015

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,083
	Ln Global marketing expenditures stock x Ln Average competitors price	,012

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock ome_stock
avg_price_ddd
    avg_comp_price_ddd drug_age price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
```

```
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing stock, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls)	.
2	Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,984	,979	,069244730	,984	223,023
2	,992	,984	,978	,071514880	,000	,229

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	3	34	,875

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,694	10	1,069	223,023	,000
	Residual	,177	37	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,100	2,590		,425	,674
	Ln Sales in DDDs lagged one period	,283	,138	,291	2,050	,047
	Ln Sales in DDDs lagged two periods	,419	,146	,438	2,877	,007
	Ln Detailing flow (calls)	,126	,101	,473	1,251	,219
	Ln Detailing stock (calls)	,973	,344	1,983	2,828	,008
	Ln Other marketing expenditures stock	-,008	,006	-,047	-1,264	,214
	Ln Average drug price per DDD	-2,252	,972	-,420	-2,316	,026
	Ln Average competitors price per DDD	-,859	,759	-,088	-1,132	,265
	Drug age	-,005	,003	-,135	-1,422	,163
	Ln Drug price x Ln Detailing flow	,085	,081	,378	1,047	,302
	Ln Drug price x Ln Detailing stock	,737	,268	1,771	2,751	,009
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,026	-,742	,463	-,123
	Ln Competitive global marketing expenditures stock	-,014	-,193	,848	-,032
	Ln Global marketing expenditures stock x Ln Average competitors price	-,003	-,014	,989	-,002

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,364
	Ln Competitive global marketing expenditures stock	,089
	Ln Global marketing expenditures stock x Ln Average competitors price	,012

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock ome_stock
avg_price_ddd drug_age
    price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Ln Other marketing expenditures stock, Drug age, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,992	,983	,979	,069500321	,983	245,843
2	,992	,984	,978	,071514880	,001	,472

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	4	34	,756

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,687	9	1,187	245,843	,000
	Residual	,184	38	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,149	2,352		-,063	,950
	Ln Sales in DDDs lagged one period	,318	,135	,327	2,355	,024
	Ln Sales in DDDs lagged two periods	,478	,136	,499	3,507	,001
	Ln Detailing flow (calls)	,113	,101	,425	1,126	,267
	Ln Detailing stock (calls)	,931	,343	1,897	2,711	,010
	Ln Other marketing expenditures stock	-,004	,005	-,023	-,755	,455
	Ln Average drug price per DDD	-2,850	,819	-,532	-3,479	,001
	Drug age	-,004	,003	-,119	-1,263	,214
	Ln Drug price x Ln Detailing flow	,075	,081	,333	,926	,361
	Ln Drug price x Ln Detailing stock	,711	,268	1,709	2,655	,012
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406

	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,017	-,497	,622	-,081
	Ln Competitive global marketing expenditures stock	-,015	-,208	,837	-,034
	Ln Average competitors price per DDD	-,088	-1,132	,265	-,183
	Ln Global marketing expenditures stock x Ln Average competitors price	-,111	-,775	,444	-,126

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,379
	Ln Competitive global marketing expenditures stock	,089
	Ln Average competitors price per DDD	,072
	Ln Global marketing expenditures stock x Ln Average competitors price	,022

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
    price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls)	.
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,991	,983	,979	,069116709	,983	279,580
2	,992	,984	,978	,071514880	,001	,486

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	5	34	,785

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,685	8	1,336	279,580	,000
	Residual	,186	39	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,170	1,913		-,612	,544
	Ln Sales in DDDs lagged one period	,345	,130	,354	2,659	,011

	Ln Sales in DDDs lagged two periods	,509	,130	,531	3,928	,000
	Ln Detailing flow (calls)	,127	,098	,477	1,294	,203
	Ln Detailing stock (calls)	,895	,338	1,825	2,648	,012
	Ln Average drug price per DDD	-2,845	,815	-,531	-3,492	,001
	Drug age	-,003	,003	-,082	-1,024	,312
	Ln Drug price x Ln Detailing flow	,086	,079	,386	1,099	,279
	Ln Drug price x Ln Detailing stock	,688	,265	1,655	2,601	,013
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,018	-,517	,608	-,084
	Ln Other marketing expenditures stock	-,023	-,755	,455	-,122
	Ln Competitive global marketing expenditures stock	-,034	-,534	,596	-,086
	Ln Average competitors price per DDD	-,033	-,505	,617	-,082
	Ln Global marketing expenditures stock x Ln Average competitors price	,015	,179	,859	,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,379
	Ln Other marketing expenditures stock	,463
	Ln Competitive global marketing expenditures stock	,113
	Ln Average competitors price per DDD	,106
	Ln Global marketing expenditures stock x Ln Average competitors price	,068

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
    price_x_det price_x_det_stock
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Drug price x Ln Detailing stock, Ln Average drug price per DDD, Ln Drug price x Ln Detailing flow, Drug age, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,991	,983	,979	,069116709	,983	279,580
2	,992	,984	,978	,071514880	,001	,486

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	8	39	,000
2	5	34	,785

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,685	8	1,336	279,580	,000
	Residual	,186	39	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	-1,170	1,913		-,612	,544	
	Ln Sales in DDDs lagged one period	,345	,130	,354	2,659	,011	,025
	Ln Sales in DDDs lagged two periods	,509	,130	,531	3,928	,000	,024
	Ln Detailing flow (calls)	,127	,098	,477	1,294	,203	,003
	Ln Detailing stock (calls)	,895	,338	1,825	2,648	,012	,001
	Ln Average drug price per DDD	-2,845	,815	-,531	-3,492	,001	,019
	Drug age	-,003	,003	-,082	-1,024	,312	,069
	Ln Drug price x Ln Detailing flow	,086	,079	,386	1,099	,279	,004
	Ln Drug price x Ln Detailing stock	,688	,265	1,655	2,601	,013	,001
2	(Constant)	5,605	7,443		,753	,457	
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272	,014
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083	,011
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236	,003
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019	,001
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052	,010
	Drug age	-,010	,009	-,290	-1,080	,288	,007
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317	,003
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019	,001
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425	,335
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406	,134
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694	,081

	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420	,038
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882	,011

Coefficients

Model		Collinearity Statistics VIF
1	(Constant)	
	Ln Sales in DDDs lagged one period	40,426
	Ln Sales in DDDs lagged two periods	41,640
	Ln Detailing flow (calls)	309,095
	Ln Detailing stock (calls)	1080,967
	Ln Average drug price per DDD	52,619
	Drug age	14,498
	Ln Drug price x Ln Detailing flow	280,954
	Ln Drug price x Ln Detailing stock	920,985
2	(Constant)	
	Ln Sales in DDDs lagged one period	73,704
	Ln Sales in DDDs lagged two periods	87,074
	Ln Detailing flow (calls)	333,857
	Ln Detailing stock (calls)	1689,400
	Ln Average drug price per DDD	102,785
	Drug age	153,474
	Ln Drug price x Ln Detailing flow	306,590
	Ln Drug price x Ln Detailing stock	1388,948
	Ln Competitive global marketing expenditures flow	2,982
	Ln Other marketing expenditures stock	7,438
	Ln Competitive global marketing expenditures stock	12,278
	Ln Average competitors price per DDD	26,070
	Ln Global marketing expenditures stock x Ln Average competitors price	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	-,018	-,517	,608	-,084	,379
	Ln Other marketing expenditures stock	-,023	-,755	,455	-,122	,463
	Ln Competitive global marketing expenditures stock	-,034	-,534	,596	-,086	,113
	Ln Average competitors price per DDD	-,033	-,505	,617	-,082	,106
	Ln Global marketing expenditures stock x Ln Average competitors price	,015	,179	,859	,029	,068

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Competitive global marketing expenditures flow	2,635	,001
	Ln Other marketing expenditures stock	2,159	,001
	Ln Competitive global marketing expenditures stock	8,847	,001
	Ln Average competitors price per DDD	9,436	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,672	,001

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	7,481	1,000	,00	,00	,00
	2	1,397	2,314	,00	,00	,00
	3	,105	8,439	,00	,00	,00
	4	,013	23,915	,00	,00	,00
	5	,004	44,437	,00	,00	,00
	6	,000	130,596	,00	,00	,00
	7	3,787E-5	444,476	,22	,04	,03
	8	1,685E-5	666,228	,13	,92	,16
	9	1,658E-5	671,701	,66	,04	,81
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,00
	6	,004	51,994	,00	,00	,00
	7	,001	136,764	,00	,00	,00
	8	,001	150,616	,00	,00	,00
	9	,000	238,015	,00	,00	,00
	10	7,330E-5	399,518	,00	,00	,01
	11	3,776E-5	556,675	,00	,05	,03
	12	2,526E-5	680,590	,00	,02	,04
	13	1,641E-5	844,279	,00	,45	,33
	14	1,474E-6	2817,088	,99	,48	,59

Collinearity Diagnostics

Model	Dimension	Variance Proportions				
		Ln Detailing flow (calls)	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Drug price x Ln Detailing flow
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,03	,00	,00	,00	,03
	5	,17	,00	,00	,04	,17
	6	,47	,02	,07	,31	,48
	7	,01	,35	,59	,00	,01
	8	,03	,46	,33	,28	,02

	9	,30	,17	,00	,36	,28
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,03	,00	,00	,00	,04
	6	,10	,00	,00	,00	,10
	7	,39	,00	,00	,00	,38
	8	,15	,01	,01	,01	,15
	9	,05	,00	,03	,01	,06
	10	,18	,00	,01	,00	,18
	11	,08	,09	,12	,01	,07
	12	,01	,48	,53	,01	,00
	13	,01	,08	,17	,00	,01
	14	,00	,35	,12	,95	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Drug price x Ln Detailing stock	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00			
	2	,00			
	3	,00			
	4	,00			
	5	,00			
	6	,02			
	7	,36			
	8	,45			
	9	,18			
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,13	,00
	4	,00	,00	,01	,00
	5	,00	,00	,04	,00
	6	,00	,00	,00	,00
	7	,00	,03	,09	,00
	8	,01	,08	,03	,00
	9	,01	,39	,17	,00
	10	,02	,04	,33	,08
	11	,04	,04	,04	,14
	12	,42	,11	,15	,02
	13	,09	,00	,00	,00
	14	,41	,30	,01	,75

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Ln Average competitors price per DDD	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		

	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,02	,12
	8	,00	,01
	9	,00	,15
	10	,41	,43
	11	,55	,14
	12	,00	,09
	13	,02	,00
	14	,00	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age price_x_det
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Drug price x Ln Detailing flow, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls)	.
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Drug price x Ln Detailing stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,990	,980	,976	,073929462	,980	278,428
2	,992	,984	,978	,071514880	,004	1,458

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	6	34	,222

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,652	7	1,522	278,428	,000
	Residual	,219	40	,005		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,647	1,954		-1,355	,183
	Ln Sales in DDDs lagged one period	,490	,125	,504	3,915	,000
	Ln Sales in DDDs lagged two periods	,579	,136	,604	4,269	,000
	Ln Detailing flow (calls)	,222	,098	,832	2,272	,029
	Ln Detailing stock (calls)	,016	,014	,034	1,203	,236
	Ln Average drug price per DDD	-1,081	,483	-,202	-2,239	,031
	Drug age	,001	,002	,029	,399	,692
	Ln Drug price x Ln Detailing flow	,159	,079	,709	2,017	,050
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236

	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ln Sales in DDDs lagged one period	,030	32,925
	Ln Sales in DDDs lagged two periods	,025	39,852
	Ln Detailing flow (calls)	,004	266,633
	Ln Detailing stock (calls)	,646	1,549
	Ln Average drug price per DDD	,062	16,155
	Drug age	,096	10,385
	Ln Drug price x Ln Detailing flow	,004	245,854
2	(Constant)		
	Ln Sales in DDDs lagged one period	,014	73,704
	Ln Sales in DDDs lagged two periods	,011	87,074
	Ln Detailing flow (calls)	,003	333,857
	Ln Detailing stock (calls)	,001	1689,400
	Ln Average drug price per DDD	,010	102,785
	Drug age	,007	153,474
	Ln Drug price x Ln Detailing flow	,003	306,590
	Ln Competitive global marketing expenditures flow	,335	2,982
	Ln Other marketing expenditures stock	,134	7,438
	Ln Competitive global marketing expenditures stock	,081	12,278
	Ln Average competitors price per DDD	,038	26,070
	Ln Drug price x Ln Detailing stock	,001	1388,948
	Ln Global marketing expenditures stock x Ln Average competitors price	,011	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	-,012	-,320	,751	-,051	,381
	Ln Other marketing expenditures stock	-,014	-,429	,670	-,069	,469
	Ln Competitive global marketing expenditures stock	,049	,866	,392	,137	,158
	Ln Average competitors price per DDD	-,032	-,454	,652	-,073	,106
	Ln Drug price x Ln Detailing stock	1,655	2,601	,013	,384	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	-,004	-,042	,966	-,007	,069

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Competitive global marketing expenditures flow	2,623	,004
	Ln Other marketing expenditures stock	2,132	,004
	Ln Competitive global marketing expenditures stock	6,338	,004
	Ln Average competitors price per DDD	9,435	,004
	Ln Drug price x Ln Detailing stock	920,985	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,561	,004

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	6,564	1,000	,00	,00	,00
	2	1,352	2,203	,00	,00	,00
	3	,070	9,686	,00	,00	,00
	4	,010	26,207	,00	,00	,00
	5	,004	41,848	,00	,00	,00
	6	,000	137,302	,00	,00	,00
	7	2,587E-5	503,757	,72	,45	,00
	8	1,666E-5	627,760	,28	,54	,99
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,00
	6	,004	51,994	,00	,00	,00
	7	,001	136,764	,00	,00	,00
	8	,001	150,616	,00	,00	,00
	9	,000	238,015	,00	,00	,00
	10	7,330E-5	399,518	,00	,00	,01

	11	3,776E-5	556,675	,00	,05	,03
	12	2,526E-5	680,590	,00	,02	,04
	13	1,641E-5	844,279	,00	,45	,33
	14	1,474E-6	2817,088	,99	,48	,59

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing flow (calls)	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Drug price x Ln Detailing flow
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,54	,00	,00	,00
	4	,06	,29	,00	,01	,07
	5	,17	,09	,00	,06	,17
	6	,50	,00	,52	,49	,51
	7	,10	,06	,24	,36	,09
	8	,16	,02	,23	,08	,15
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,03	,00	,00	,00	,04
	6	,10	,00	,00	,00	,10
	7	,39	,00	,00	,00	,38
	8	,15	,01	,01	,01	,15
	9	,05	,00	,03	,01	,06
	10	,18	,00	,01	,00	,18
	11	,08	,09	,12	,01	,07
	12	,01	,48	,53	,01	,00
	13	,01	,08	,17	,00	,01
	14	,00	,35	,12	,95	,00

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,13	,00	,00
	4	,00	,01	,00	,00
	5	,00	,04	,00	,00
	6	,00	,00	,00	,00
	7	,03	,09	,00	,02

	8	,08	,03	,00	,00
	9	,39	,17	,00	,00
	10	,04	,33	,08	,41
	11	,04	,04	,14	,55
	12	,11	,15	,02	,00
	13	,00	,00	,00	,02
	14	,30	,01	,75	,00

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Ln Drug price x Ln Detailing stock	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,00	,12
	8	,01	,01
	9	,01	,15
	10	,02	,43
	11	,04	,14
	12	,42	,09
	13	,09	,00
	14	,41	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,978	,975	,076644997	,978	301,592
2	,992	,984	,978	,071514880	,006	1,870

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	7	34	,106

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,630	6	1,772	301,592	,000
	Residual	,241	41	,006		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,817	1,794		-,455	,651
	Ln Sales in DDDs lagged one period	,518	,129	,533	4,020	,000

	Ln Sales in DDDs lagged two periods	,487	,132	,508	3,678	,001
	Ln Detailing flow (calls)	,025	,007	,095	3,541	,001
	Ln Detailing stock (calls)	,018	,014	,036	1,252	,218
	Ln Average drug price per DDD	-,268	,276	-,050	-,973	,336
	Drug age	,002	,003	,047	,636	,528
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ln Sales in DDDs lagged one period	,031	32,509
	Ln Sales in DDDs lagged two periods	,028	35,352
	Ln Detailing flow (calls)	,743	1,345
	Ln Detailing stock (calls)	,647	1,546
	Ln Average drug price per DDD	,204	4,902
	Drug age	,098	10,218
2	(Constant)		
	Ln Sales in DDDs lagged one period	,014	73,704
	Ln Sales in DDDs lagged two periods	,011	87,074
	Ln Detailing flow (calls)	,003	333,857
	Ln Detailing stock (calls)	,001	1689,400
	Ln Average drug price per DDD	,010	102,785
	Drug age	,007	153,474
	Ln Competitive global marketing expenditures flow	,335	2,982
	Ln Other marketing expenditures stock	,134	7,438

	Ln Competitive global marketing expenditures stock	,081	12,278
	Ln Average competitors price per DDD	,038	26,070
	Ln Drug price x Ln Detailing flow	,003	306,590
	Ln Drug price x Ln Detailing stock	,001	1388,948
	Ln Global marketing expenditures stock x Ln Average competitors price	,011	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	-,015	-,395	,695	-,062	,382
	Ln Other marketing expenditures stock	-,025	-,730	,470	-,115	,482
	Ln Competitive global marketing expenditures stock	,074	1,309	,198	,203	,168
	Ln Average competitors price per DDD	-,001	-,013	,990	-,002	,111
	Ln Drug price x Ln Detailing flow	,709	2,017	,050	,304	,004
	Ln Drug price x Ln Detailing stock	1,902	3,187	,003	,450	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	,019	,215	,831	,034	,070

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Competitive global marketing expenditures flow	2,618	,027
	Ln Other marketing expenditures stock	2,074	,027
	Ln Competitive global marketing expenditures stock	5,940	,019
	Ln Average competitors price per DDD	8,997	,027
	Ln Drug price x Ln Detailing flow	245,854	,004
	Ln Drug price x Ln Detailing stock	805,928	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,303	,028

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Sales in DDDs lagged one period	Variance Proportions Ln Sales in DDDs lagged two periods
1	1	6,203	1,000	,00	,00	,00
	2	,719	2,937	,00	,00	,00
	3	,069	9,448	,00	,00	,00
	4	,007	30,225	,00	,00	,00
	5	,001	81,636	,00	,00	,00
	6	2,983E-5	456,028	,96	,20	,04

	7	1,893E-5	572,404	,04	,80	,96
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,00
	6	,004	51,994	,00	,00	,00
	7	,001	136,764	,00	,00	,00
	8	,001	150,616	,00	,00	,00
	9	,000	238,015	,00	,00	,00
	10	7,330E-5	399,518	,00	,00	,01
	11	3,776E-5	556,675	,00	,05	,03
	12	2,526E-5	680,590	,00	,02	,04
	13	1,641E-5	844,279	,00	,45	,33
	14	1,474E-6	2817,088	,99	,48	,59

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Detailing flow (calls)	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00	,00	
	2	,72	,00	,00	,00	
	3	,01	,55	,00	,00	
	4	,15	,37	,02	,03	
	5	,02	,00	,64	,29	
	6	,08	,03	,30	,65	
	7	,02	,04	,03	,03	
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,03	,00	,00	,00	,00
	6	,10	,00	,00	,00	,00
	7	,39	,00	,00	,00	,03
	8	,15	,01	,01	,01	,08
	9	,05	,00	,03	,01	,39
	10	,18	,00	,01	,00	,04
	11	,08	,09	,12	,01	,04
	12	,01	,48	,53	,01	,11
	13	,01	,08	,17	,00	,00
	14	,00	,35	,12	,95	,30

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow
1	1				
	2				

	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,13	,00	,00	,00
	4	,01	,00	,00	,00
	5	,04	,00	,00	,04
	6	,00	,00	,00	,10
	7	,09	,00	,02	,38
	8	,03	,00	,00	,15
	9	,17	,00	,00	,06
	10	,33	,08	,41	,18
	11	,04	,14	,55	,07
	12	,15	,02	,00	,00
	13	,00	,00	,02	,01
	14	,01	,75	,00	,00

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Ln Drug price x Ln Detailing stock	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,00	,12
	8	,01	,01
	9	,01	,15
	10	,02	,43
	11	,04	,14
	12	,42	,09
	13	,09	,00
	14	,41	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period	.
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,985	,971	,967	,087330835	,971	276,678
2	,992	,984	,978	,071514880	,013	3,579

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	5	42	,000
2	8	34	,004

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,551	5	2,110	276,678	,000
	Residual	,320	42	,008		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,775	1,880		,944	,351
	Ln Sales in DDDs lagged one period	,889	,092	,914	9,717	,000
	Ln Detailing flow (calls)	,021	,008	,079	2,616	,012
	Ln Detailing stock (calls)	,010	,016	,020	,629	,533
	Ln Average drug price per DDD	,004	,303	,001	,012	,990
	Drug age	-,001	,003	-,044	-,547	,587
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ln Sales in DDDs lagged one period	,079	12,616
	Ln Detailing flow (calls)	,764	1,310
	Ln Detailing stock (calls)	,661	1,512
	Ln Average drug price per DDD	,220	4,550
	Drug age	,110	9,087
2	(Constant)		
	Ln Sales in DDDs lagged one period	,014	73,704
	Ln Detailing flow (calls)	,003	333,857
	Ln Detailing stock (calls)	,001	1689,400
	Ln Average drug price per DDD	,010	102,785
	Drug age	,007	153,474

	Ln Sales in DDDs lagged two periods	,011	87,074
	Ln Competitive global marketing expenditures flow	,335	2,982
	Ln Other marketing expenditures stock	,134	7,438
	Ln Competitive global marketing expenditures stock	,081	12,278
	Ln Average competitors price per DDD	,038	26,070
	Ln Drug price x Ln Detailing flow	,003	306,590
	Ln Drug price x Ln Detailing stock	,001	1388,948
	Ln Global marketing expenditures stock x Ln Average competitors price	,011	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,508	3,678	,001	,498	,028
	Ln Competitive global marketing expenditures flow	-,039	-,923	,361	-,143	,395
	Ln Other marketing expenditures stock	-,052	-1,415	,165	-,216	,512
	Ln Competitive global marketing expenditures stock	-,049	-,929	,358	-,144	,252
	Ln Average competitors price per DDD	-,060	-,771	,445	-,120	,118
	Ln Drug price x Ln Detailing flow	,205	,519	,607	,081	,005
	Ln Drug price x Ln Detailing stock	2,091	3,056	,004	,431	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	,034	,336	,739	,052	,070

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	35,352	,028
	Ln Competitive global marketing expenditures flow	2,533	,046
	Ln Other marketing expenditures stock	1,955	,053
	Ln Competitive global marketing expenditures stock	3,965	,032
	Ln Average competitors price per DDD	8,494	,043
	Ln Drug price x Ln Detailing flow	218,090	,004
	Ln Drug price x Ln Detailing stock	800,245	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,273	,061

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	5,210	1,000	,00	,00	,01
	2	,715	2,699	,00	,00	,74
	3	,069	8,678	,00	,00	,01
	4	,005	32,982	,00	,01	,16
	5	,001	74,870	,00	,00	,02
	6	2,914E-5	422,825	1,00	,99	,06
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,03
	6	,004	51,994	,00	,00	,10
	7	,001	136,764	,00	,00	,39
	8	,001	150,616	,00	,00	,15
	9	,000	238,015	,00	,00	,05
	10	7,330E-5	399,518	,00	,00	,18
	11	3,776E-5	556,675	,00	,05	,08
	12	2,526E-5	680,590	,00	,02	,01
	13	1,641E-5	844,279	,00	,45	,01
	14	1,474E-6	2817,088	,99	,48	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00		
	2	,00	,00	,00		
	3	,55	,00	,00		
	4	,40	,03	,04		
	5	,00	,70	,32		
	6	,05	,27	,64		
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,03
	8	,01	,01	,01	,00	,08
	9	,00	,03	,01	,00	,39
	10	,00	,01	,00	,01	,04
	11	,09	,12	,01	,03	,04
	12	,48	,53	,01	,04	,11
	13	,08	,17	,00	,33	,00
	14	,35	,12	,95	,59	,30

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow
1	1				
	2				
	3				
	4				
	5				
	6				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,13	,00	,00	,00
	4	,01	,00	,00	,00
	5	,04	,00	,00	,04
	6	,00	,00	,00	,10
	7	,09	,00	,02	,38
	8	,03	,00	,00	,15
	9	,17	,00	,00	,06
	10	,33	,08	,41	,18
	11	,04	,14	,55	,07
	12	,15	,02	,00	,00
	13	,00	,00	,02	,01
	14	,01	,75	,00	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Drug price x Ln Detailing stock	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		
	2		
	3		
	4		
	5		
	6		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,00	,12
	8	,01	,01
	9	,01	,15
	10	,02	,43
	11	,04	,14
	12	,42	,09
	13	,09	,00
	14	,41	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Sales in DDDs lagged one period, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,984	,969	,965	,089416070	,969	263,537
2	,992	,984	,978	,071514880	,015	3,957

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	5	42	,000
2	8	34	,002

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,535	5	2,107	263,537	,000
	Residual	,336	42	,008		
	Total	10,871	47			
2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,063	2,021		,526	,602
	Ln Sales in DDDs lagged two periods	,903	,096	,943	9,388	,000
	Ln Detailing flow (calls)	,026	,008	,096	3,043	,004
	Ln Detailing stock (calls)	,034	,016	,069	2,152	,037
	Ln Average drug price per DDD	-,172	,321	-,032	-,538	,593
	Drug age	,000	,003	-,013	-,152	,880
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ln Sales in DDDs lagged two periods	,073	13,719
	Ln Detailing flow (calls)	,743	1,345
	Ln Detailing stock (calls)	,705	1,418
	Ln Average drug price per DDD	,206	4,866
	Drug age	,102	9,804
2	(Constant)		
	Ln Sales in DDDs lagged two periods	,011	87,074
	Ln Detailing flow (calls)	,003	333,857
	Ln Detailing stock (calls)	,001	1689,400

	Ln Average drug price per DDD	,010	102,785
	Drug age	,007	153,474
	Ln Sales in DDDs lagged one period	,014	73,704
	Ln Competitive global marketing expenditures flow	,335	2,982
	Ln Other marketing expenditures stock	,134	7,438
	Ln Competitive global marketing expenditures stock	,081	12,278
	Ln Average competitors price per DDD	,038	26,070
	Ln Drug price x Ln Detailing flow	,003	306,590
	Ln Drug price x Ln Detailing stock	,001	1388,948
	Ln Global marketing expenditures stock x Ln Average competitors price	,011	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,533	4,020	,000	,532	,031
	Ln Competitive global marketing expenditures flow	-,065	-1,622	,112	-,246	,442
	Ln Other marketing expenditures stock	-,056	-1,502	,141	-,228	,515
	Ln Competitive global marketing expenditures stock	,010	,150	,881	,023	,181
	Ln Average competitors price per DDD	-,007	-,081	,936	-,013	,111
	Ln Drug price x Ln Detailing flow	,864	2,129	,039	,315	,004
	Ln Drug price x Ln Detailing stock	2,582	4,513	,000	,576	,002
	Ln Global marketing expenditures stock x Ln Average competitors price	,044	,428	,671	,067	,070

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	32,509	,028
	Ln Competitive global marketing expenditures flow	2,260	,047
	Ln Other marketing expenditures stock	1,941	,049
	Ln Competitive global marketing expenditures stock	5,516	,021
	Ln Average competitors price per DDD	8,994	,039
	Ln Drug price x Ln Detailing flow	242,747	,004
	Ln Drug price x Ln Detailing stock	650,238	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,231	,063

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged two periods	Ln Detailing flow (calls)
1	1	5,210	1,000	,00	,00	,01
	2	,715	2,699	,00	,00	,72
	3	,069	8,676	,00	,00	,01
	4	,005	32,514	,00	,01	,15
	5	,001	74,844	,00	,00	,02
	6	2,673E-5	441,475	1,00	,99	,09
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,03
	6	,004	51,994	,00	,00	,10
	7	,001	136,764	,00	,00	,39
	8	,001	150,616	,00	,00	,15
	9	,000	238,015	,00	,00	,05
	10	7,330E-5	399,518	,00	,01	,18
	11	3,776E-5	556,675	,00	,03	,08
	12	2,526E-5	680,590	,00	,04	,01
	13	1,641E-5	844,279	,00	,33	,01
	14	1,474E-6	2817,088	,99	,59	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged one period	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00		
	2	,00	,00	,00		
	3	,59	,00	,00		
	4	,40	,02	,03		
	5	,00	,65	,30		
	6	,00	,32	,67		
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,03
	8	,01	,01	,01	,00	,08
	9	,00	,03	,01	,00	,39
	10	,00	,01	,00	,00	,04
	11	,09	,12	,01	,05	,04
	12	,48	,53	,01	,02	,11
	13	,08	,17	,00	,45	,00
	14	,35	,12	,95	,48	,30

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow
1	1				
	2				
	3				
	4				
	5				
	6				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,13	,00	,00	,00
	4	,01	,00	,00	,00
	5	,04	,00	,00	,04
	6	,00	,00	,00	,10
	7	,09	,00	,02	,38
	8	,03	,00	,00	,15
	9	,17	,00	,00	,06
	10	,33	,08	,41	,18
	11	,04	,14	,55	,07
	12	,15	,02	,00	,00
	13	,00	,00	,02	,01
	14	,01	,75	,00	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Drug price x Ln Detailing stock	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		
	2		
	3		
	4		
	5		
	6		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,00	,12
	8	,01	,01
	9	,01	,15
	10	,02	,43
	11	,04	,14
	12	,42	,09
	13	,09	,00
	14	,41	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
price_x_det price_x_det_stock
    global_mkt_stock_x_comp_price.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.
2	Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,989	,978	,975	,076644997	,978	301,592
2	,992	,984	,978	,071514880	,006	1,870

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	7	34	,106

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,630	6	1,772	301,592	,000
	Residual	,241	41	,006		
	Total	10,871	47			

2	Regression	10,697	13	,823	160,890	,000
	Residual	,174	34	,005		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,817	1,794		-,455	,651
	Ln Sales in DDDs lagged one period	,518	,129	,533	4,020	,000
	Ln Sales in DDDs lagged two periods	,487	,132	,508	3,678	,001
	Ln Detailing flow (calls)	,025	,007	,095	3,541	,001
	Ln Detailing stock (calls)	,018	,014	,036	1,252	,218
	Ln Average drug price per DDD	-,268	,276	-,050	-,973	,336
	Drug age	,002	,003	,047	,636	,528
2	(Constant)	5,605	7,443		,753	,457
	Ln Sales in DDDs lagged one period	,202	,181	,208	1,117	,272
	Ln Sales in DDDs lagged two periods	,346	,194	,361	1,784	,083
	Ln Detailing flow (calls)	,128	,106	,478	1,206	,236
	Ln Detailing stock (calls)	1,074	,437	2,188	2,455	,019
	Ln Average drug price per DDD	-2,372	1,178	-,443	-2,014	,052
	Drug age	-,010	,009	-,290	-1,080	,288
	Ln Competitive global marketing expenditures flow	-,049	,060	-,030	-,807	,425
	Ln Other marketing expenditures stock	-,008	,010	-,050	-,842	,406
	Ln Competitive global marketing expenditures stock	-,072	,182	-,030	-,397	,694
	Ln Average competitors price per DDD	-,879	1,077	-,090	-,816	,420
	Ln Drug price x Ln Detailing flow	,086	,085	,385	1,015	,317
	Ln Drug price x Ln Detailing stock	,827	,336	1,988	2,459	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,013	,089	-,030	-,149	,882

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ln Sales in DDDs lagged one period	,031	32,509
	Ln Sales in DDDs lagged two periods	,028	35,352
	Ln Detailing flow (calls)	,743	1,345

	Ln Detailing stock (calls)	,647	1,546
	Ln Average drug price per DDD	,204	4,902
	Drug age	,098	10,218
2	(Constant)		
	Ln Sales in DDDs lagged one period	,014	73,704
	Ln Sales in DDDs lagged two periods	,011	87,074
	Ln Detailing flow (calls)	,003	333,857
	Ln Detailing stock (calls)	,001	1689,400
	Ln Average drug price per DDD	,010	102,785
	Drug age	,007	153,474
	Ln Competitive global marketing expenditures flow	,335	2,982
	Ln Other marketing expenditures stock	,134	7,438
	Ln Competitive global marketing expenditures stock	,081	12,278
	Ln Average competitors price per DDD	,038	26,070
	Ln Drug price x Ln Detailing flow	,003	306,590
	Ln Drug price x Ln Detailing stock	,001	1388,948
	Ln Global marketing expenditures stock x Ln Average competitors price	,011	87,916

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	-,015	-,395	,695	-,062	,382
	Ln Other marketing expenditures stock	-,025	-,730	,470	-,115	,482
	Ln Competitive global marketing expenditures stock	,074	1,309	,198	,203	,168
	Ln Average competitors price per DDD	-,001	-,013	,990	-,002	,111
	Ln Drug price x Ln Detailing flow	,709	2,017	,050	,304	,004
	Ln Drug price x Ln Detailing stock	1,902	3,187	,003	,450	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	,019	,215	,831	,034	,070

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Competitive global marketing expenditures flow	2,618	,027
	Ln Other marketing expenditures stock	2,074	,027
	Ln Competitive global marketing expenditures stock	5,940	,019
	Ln Average competitors price per DDD	8,997	,027
	Ln Drug price x Ln Detailing flow	245,854	,004
	Ln Drug price x Ln Detailing stock	805,928	,001
	Ln Global marketing expenditures stock x Ln Average competitors price	14,303	,028

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	6,203	1,000	,00	,00	,00
	2	,719	2,937	,00	,00	,00
	3	,069	9,448	,00	,00	,00
	4	,007	30,225	,00	,00	,00
	5	,001	81,636	,00	,00	,00
	6	2,983E-5	456,028	,96	,20	,04
	7	1,893E-5	572,404	,04	,80	,96
2	1	11,700	1,000	,00	,00	,00
	2	1,438	2,852	,00	,00	,00
	3	,730	4,004	,00	,00	,00
	4	,114	10,114	,00	,00	,00
	5	,012	31,366	,00	,00	,00
	6	,004	51,994	,00	,00	,00
	7	,001	136,764	,00	,00	,00
	8	,001	150,616	,00	,00	,00
	9	,000	238,015	,00	,00	,00
	10	7,330E-5	399,518	,00	,00	,01
	11	3,776E-5	556,675	,00	,05	,03
	12	2,526E-5	680,590	,00	,02	,04
	13	1,641E-5	844,279	,00	,45	,33
	14	1,474E-6	2817,088	,99	,48	,59

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing flow (calls)	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00	,00	
	2	,72	,00	,00	,00	
	3	,01	,55	,00	,00	
	4	,15	,37	,02	,03	
	5	,02	,00	,64	,29	
	6	,08	,03	,30	,65	
	7	,02	,04	,03	,03	
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,03	,00	,00	,00	,00
	6	,10	,00	,00	,00	,00
	7	,39	,00	,00	,00	,03
	8	,15	,01	,01	,01	,08
	9	,05	,00	,03	,01	,39
	10	,18	,00	,01	,00	,04

	11	,08	,09	,12	,01	,04
	12	,01	,48	,53	,01	,11
	13	,01	,08	,17	,00	,00
	14	,00	,35	,12	,95	,30

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,13	,00	,00	,00
	4	,01	,00	,00	,00
	5	,04	,00	,00	,04
	6	,00	,00	,00	,10
	7	,09	,00	,02	,38
	8	,03	,00	,00	,15
	9	,17	,00	,00	,06
	10	,33	,08	,41	,18
	11	,04	,14	,55	,07
	12	,15	,02	,00	,00
	13	,00	,00	,02	,01
	14	,01	,75	,00	,00

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Ln Drug price x Ln Detailing stock	Ln Global marketing expenditures stock x Ln Average competitors price
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00

	7	,00	,12
	8	,01	,01
	9	,01	,15
	10	,02	,43
	11	,04	,14
	12	,42	,09
	13	,09	,00
	14	,41	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,978	,975	,076644997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,630	6	1,772	301,592	,000
	Residual	,241	41	,006		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,817	1,794		-,455
	Ln Sales in DDDs lagged one period	,518	,129	,533	4,020
	Ln Sales in DDDs lagged two periods	,487	,132	,508	3,678
	Ln Detailing flow (calls)	,025	,007	,095	3,541
	Ln Detailing stock (calls)	,018	,014	,036	1,252
	Ln Average drug price per DDD	-,268	,276	-,050	-,973
	Drug age	,002	,003	,047	,636

Coefficients

Model		Sig.
1	(Constant)	,651
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,001
	Ln Detailing flow (calls)	,001
	Ln Detailing stock (calls)	,218
	Ln Average drug price per DDD	,336
	Drug age	,528

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,92054272	15,26893711	14,45465652	,475576641	48
Residual	-,190840468	,102619573	,000000000	,071585788	48
Std. Predicted Value	-1,123	1,712	,000	1,000	48
Std. Residual	-2,490	1,339	,000	,934	48

```
EXAMINE VARIABLES=residuals_he4
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals HE4	48	100,0%	0	0,0%	48	100,0%

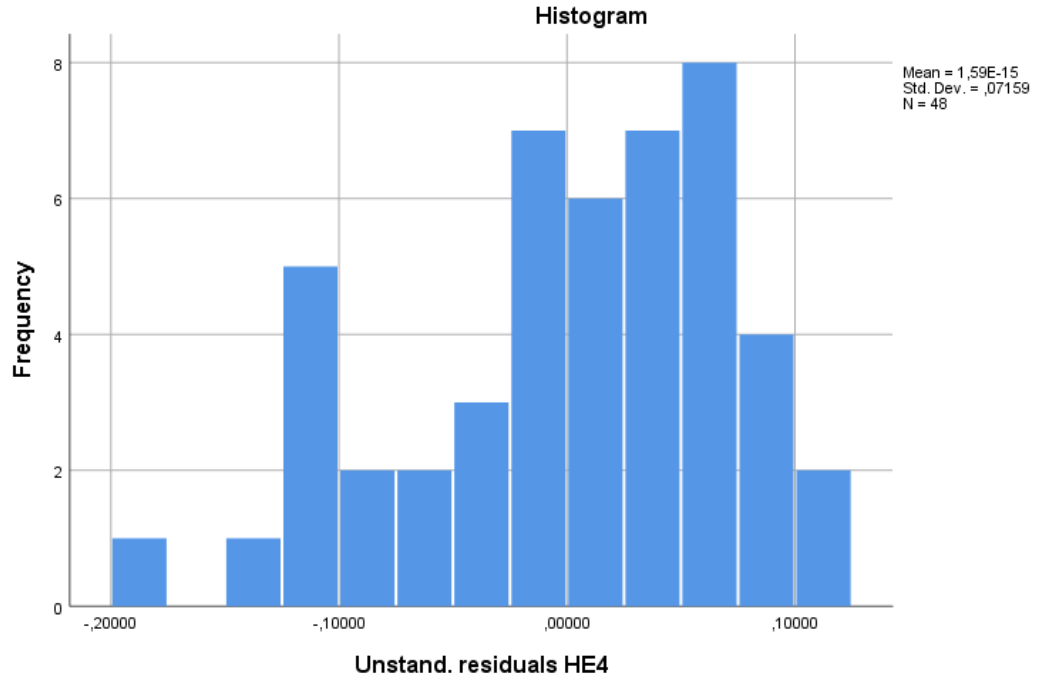
Descriptives

			Statistic	Std. Error
Unstand. residuals HE4	Mean		,0000000	,01033252
	95% Confidence Interval for Mean	Lower Bound	-,0207863	
		Upper Bound	,0207863	
	5% Trimmed Mean		,0031089	
	Median		,0110643	
	Variance		,005	
	Std. Deviation		,07158579	
	Minimum		-,19084	
	Maximum		,10262	
	Range		,29346	
	Interquartile Range		,09551	
	Skewness		-,674	,343
	Kurtosis		-,220	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals HE4	,092	48	,200	,948	48	,033

Unstand. residuals HE4

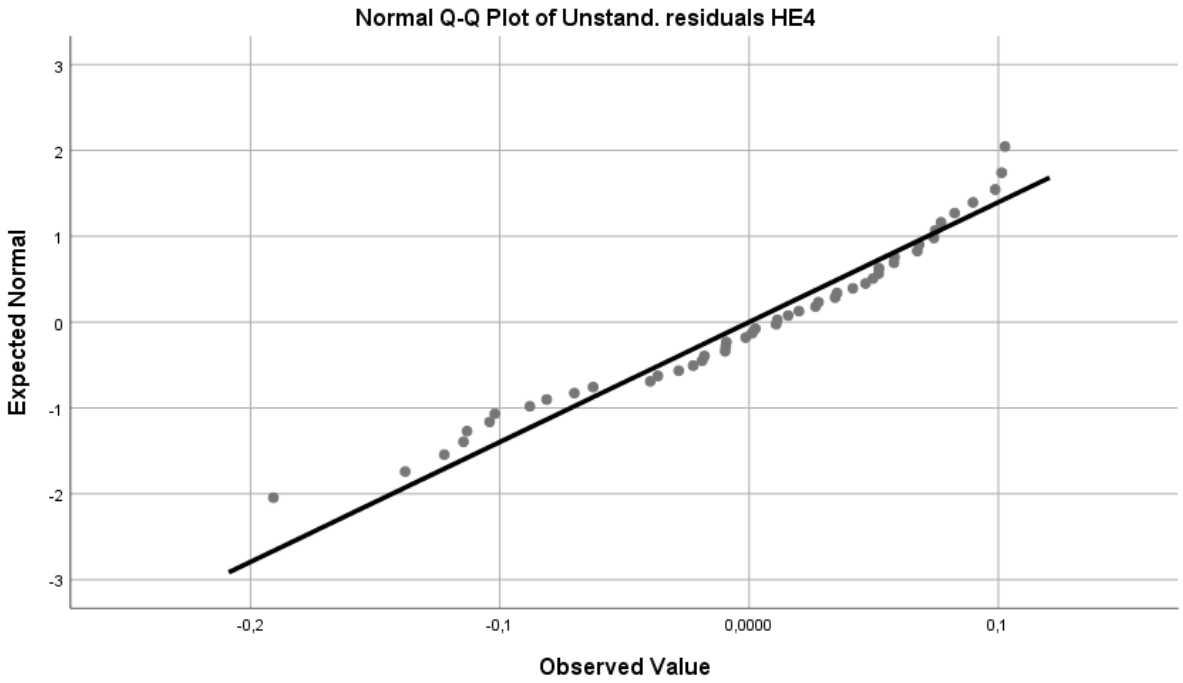


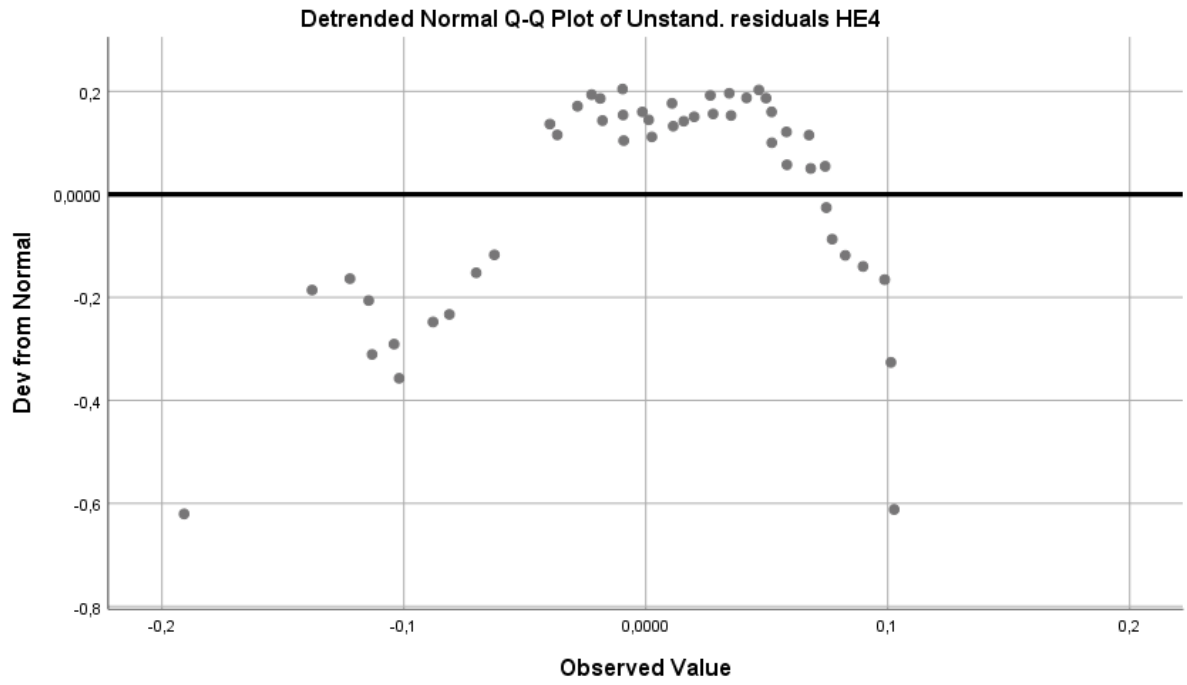
Unstand. residuals HE4 Stem-and-Leaf Plot

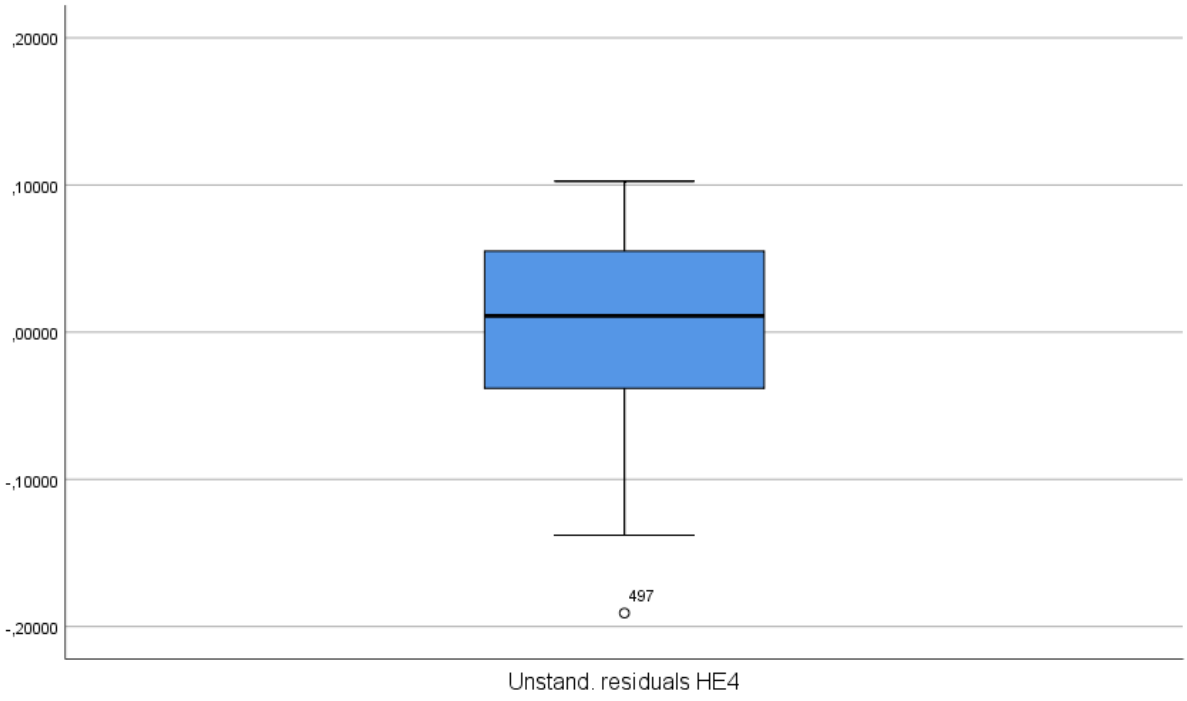
Frequency Stem & Leaf

1,00 Extremes (=<-,19)
6,00 -1 . 001123
4,00 -0 . 6788
10,00 -0 . 0000112233
13,00 0 . 0011112233444
12,00 0 . 555566777889
2,00 1 . 00

Stem width: ,10000
Each leaf: 1 case(s)








```
COMPUTE sq_residuals_he4=residuals_he4 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_he4
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
```

```
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,179	,032	-,110	,0069244348

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	6	,000	,225	,966
	Residual	,002	41	,000		
	Total	,002	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,089	,162		-,548
	Ln Sales in DDDs lagged one period	,008	,012	,630	,719
	Ln Sales in DDDs lagged two periods	-,003	,012	-,261	-,286
	Ln Detailing flow (calls)	,000	,001	-,035	-,196
	Ln Detailing stock (calls)	,000	,001	-,015	-,080
	Ln Average drug price per DDD	-,011	,025	-,152	-,446
	Drug age	5,174E-5	,000	,110	,224

Coefficients

Model		Sig.
1	(Constant)	,586
	Ln Sales in DDDs lagged one period	,476
	Ln Sales in DDDs lagged two periods	,777
	Ln Detailing flow (calls)	,845

	Ln Detailing stock (calls)	,936
	Ln Average drug price per DDD	,658
	Drug age	,824

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,002749262	,007808011	,005017764	,0011732832	48
Residual	-,0069159069	,0312389974	,0000000000	,0064673643	48
Std. Predicted Value	-1,933	2,378	,000	1,000	48
Std. Residual	-,999	4,511	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,978	,975	,076644997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,630	6	1,772	301,592	,000
	Residual	,241	41	,006		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-,817	1,794		-,455
	Ln Sales in DDDs lagged one period	,518	,129	,533	4,020
	Ln Sales in DDDs lagged two periods	,487	,132	,508	3,678
	Ln Detailing flow (calls)	,025	,007	,095	3,541
	Ln Detailing stock (calls)	,018	,014	,036	1,252
	Ln Average drug price per DDD	-,268	,276	-,050	-,973
	Drug age	,002	,003	,047	,636

Coefficients

Model		Sig.
1	(Constant)	,651
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,001
	Ln Detailing flow (calls)	,001
	Ln Detailing stock (calls)	,218
	Ln Average drug price per DDD	,336
	Drug age	,528

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,92054272	15,26893711	14,45465652	,475576641	48
Residual	-,190840468	,102619573	,000000000	,071585788	48
Std. Predicted Value	-1,123	1,712	,000	1,000	48
Std. Residual	-2,490	1,339	,000	,934	48

```
COMPUTE sq_unst_pred_he4=unstand_predi_he4 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_he4=unstand_predi_he4 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
    sq_unst_pred_he4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Squared unstand. predicted values for HE4, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989	,979	,976	,074875254

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,641	6	1,774	316,344	,000
	Residual	,230	41	,006		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,733	2,284		3,385
	Ln Sales in DDDs lagged two periods	-,030	,229	-,032	-,132
	Ln Detailing flow (calls)	-,001	,009	-,003	-,086
	Ln Detailing stock (calls)	-,002	,016	-,004	-,132
	Ln Average drug price per DDD	-,031	,270	-,006	-,113
	Drug age	-,001	,002	-,025	-,347
	Squared unstand. predicted values for HE4	,035	,008	1,005	4,347

Coefficients

Model		Sig.
1	(Constant)	,002
	Ln Sales in DDDs lagged two periods	,895
	Ln Detailing flow (calls)	,932
	Ln Detailing stock (calls)	,895
	Ln Average drug price per DDD	,910
	Drug age	,731
	Squared unstand. predicted values for HE4	,000

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-9,796	-5,334	,000	-,645

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	9,159E-5

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age
    cub_unst_pred_he4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for HE4, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994	,988	,985	,058148929

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,736	7	1,534	453,576	,000
	Residual	,135	40	,003		
	Total	10,871	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	104,400	18,877		5,531
	Ln Sales in DDDs lagged one period	-4,656	,931	-4,786	-5,001
	Ln Sales in DDDs lagged two periods	-4,023	,813	-4,200	-4,947
	Ln Detailing flow (calls)	-,218	,044	-,817	-4,965
	Ln Detailing stock (calls)	-,163	,034	-,333	-4,785
	Ln Average drug price per DDD	1,678	,406	,313	4,130
	Drug age	-,030	,006	-,884	-5,025
	Cubed unstand. predicted values for HE4	,014	,003	9,188	5,588

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,000
	Ln Detailing flow (calls)	,000
	Ln Detailing stock (calls)	,000
	Ln Average drug price per DDD	,000
	Drug age	,000
	Cubed unstand. predicted values for HE4	,000

Period 1

```
USE ALL.
COMPUTE filter_$=(product=34 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=34 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,990	,981	,971	,058342973

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,089	6	,348	102,275	,000
	Residual	,041	12	,003		
	Total	2,130	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,429	3,648		2,585
	Ln Sales in DDDs lagged one period	,003	,187	,003	,016
	Ln Sales in DDDs lagged two periods	,609	,183	,540	3,331
	Ln Detailing flow (calls)	,040	,009	,231	4,410
	Ln Detailing stock (calls)	,038	,047	,115	,815
	Ln Average drug price per DDD	-1,287	,431	-,350	-2,987
	Drug age	-,035	,010	-,568	-3,533

Coefficients

Model		Sig.
1	(Constant)	,024
	Ln Sales in DDDs lagged one period	,987
	Ln Sales in DDDs lagged two periods	,006
	Ln Detailing flow (calls)	,001
	Ln Detailing stock (calls)	,431
	Ln Average drug price per DDD	,011
	Drug age	,004

Period 2

```
USE ALL.
COMPUTE filter_$=(product=34 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=34 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls det_stock
avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Drug age, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,937	,878	,845	,052212296

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,433	6	,072	26,496	,000
	Residual	,060	22	,003		
	Total	,493	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	22,657	5,849		3,873
	Ln Sales in DDDs lagged one period	-,173	,200	-,192	-,867
	Ln Sales in DDDs lagged two periods	-,102	,199	-,114	-,516

	Ln Detailing flow (calls)	,000	,007	-,005	-,061
	Ln Detailing stock (calls)	-,021	,015	-,141	-1,388
	Ln Average drug price per DDD	1,107	1,544	,151	,717
	Drug age	-,018	,006	-1,125	-2,990

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged one period	,395
	Ln Sales in DDDs lagged two periods	,611
	Ln Detailing flow (calls)	,952
	Ln Detailing stock (calls)	,179
	Ln Average drug price per DDD	,481
	Drug age	,007

12.11. Product LI1

```
USE ALL.
COMPUTE filter_$=(product=41).
VARIABLE LABELS filter_$ 'product=41 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.

SAVE OUTFILE='E:\Europeia\Tese (Google Drive)\Bases de dados SPSS\Database
- Master - '+
    '09-11-2018.sav'
  /COMPRESSED.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

[ConjuntodeDados1] E:\Europeia\Tese (Google Drive)\Bases de dados SPSS\Database - Master - 09-11-2018.sav

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age^2, Drug age	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,666	,444	,066	,084696364	,444	1,176

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	19	28	,341

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
```

```
drug_age_sq ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ipad / Tablet (% of times used in calls), Ln Mailing flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age	.
2	Ln Other marketing expenditures stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,666	,444	,098	,083235550	,444	1,285
2	,666	,444	,066	,084696364	,000	,008

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,267
2	1	28	,928

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,160	18	,009	1,285	,267
	Residual	,201	29	,007		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19,272	7,086		2,720	,011
	Ln Sales in DDDs lagged one period	-,478	,210	-,479	-2,273	,031
	Ln Sales in DDDs lagged two periods	,083	,199	,083	,418	,679
	Ln Detailing flow (calls)	,026	,069	,130	,379	,707
	Ln Journal advertising flow	,005	,004	,233	1,339	,191
	Ln Mailing flow	-,006	,006	-,155	-,936	,357
	Ln Competitive global marketing expenditures flow	,059	,077	,232	,761	,453
	Ln Detailing stock (calls)	,000	,120	,001	,002	,998
	Ln Competitive global marketing expenditures stock	,168	,183	,535	,918	,366
	Ln Average drug price per DDD	-2,373	2,135	-,436	-1,112	,275
	Ln Average competitors price per DDD	1,225	1,839	,588	,666	,511
	Drug age	-,049	,037	-7,804	-1,328	,194
	Drug age^2	,000	,000	9,278	1,735	,093
	Ipad / Tablet (% of times used in calls)	,033	,176	,035	,188	,852
	Laptop based materials (% of times used in calls)	,284	,658	,114	,431	,670
	Printed material (% of times used in calls)	-,247	,177	-,344	-1,395	,174
	Very useful (% of calls)	,117	,226	,107	,518	,609
	Increase / Will begin to prescribe (% of calls)	,056	,226	,055	,245	,808
	Ln Avg number of products presented during the calls	-,172	,244	-,142	-,703	,487
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646

	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	-,039	-,091	,928	-,017

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,106

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq laptop printed
    very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,666	,443	,127	,081886464	,443	1,404
2	,666	,444	,066	,084696364	,001	,021

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,203
2	2	28	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,160	17	,009	1,404	,203
	Residual	,201	30	,007		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,210	6,964		2,759	,010
	Ln Sales in DDDs lagged one period	-,476	,206	-,477	-2,305	,028
	Ln Sales in DDDs lagged two periods	,084	,196	,084	,428	,672
	Ln Detailing flow (calls)	,029	,066	,145	,441	,663
	Ln Journal advertising flow	,005	,004	,228	1,349	,188
	Ln Mailing flow	-,006	,006	-,157	-,966	,342
	Ln Competitive global marketing expenditures flow	,062	,074	,245	,835	,410
	Ln Detailing stock (calls)	-,006	,113	-,028	-,056	,956
	Ln Competitive global marketing expenditures stock	,166	,180	,528	,924	,363
	Ln Average drug price per DDD	-2,362	2,099	-,434	-1,125	,269
	Ln Average competitors price per DDD	1,208	1,807	,579	,668	,509
	Drug age	-,048	,036	-7,671	-1,337	,191
	Drug age^2	,000	,000	9,132	1,755	,090
	Laptop based materials (% of times used in calls)	,343	,569	,138	,602	,551
	Printed material (% of times used in calls)	-,245	,174	-,341	-1,409	,169
	Very useful (% of calls)	,116	,222	,106	,521	,606
	Increase / Will begin to prescribe (% of calls)	,062	,220	,062	,282	,780
	Ln Avg number of products presented during the calls	-,155	,224	-,129	-,693	,494
2	(Constant)	19,061	7,575		2,516	,018

	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	-,017	-,040	,968	-,008
	Ipad / Tablet (% of times used in calls)	,035	,188	,852	,035

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,113
	Ipad / Tablet (% of times used in calls)	,560

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq laptop printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
```

```
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,664	,442	,153	,080661617	,442	1,532
2	,666	,444	,066	,084696364	,002	,039

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,150
2	3	28	,990

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,159	16	,010	1,532	,150
	Residual	,202	31	,007		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,574	6,741		2,904	,007
	Ln Sales in DDDs lagged one period	-,485	,201	-,486	-2,415	,022
	Ln Sales in DDDs lagged two periods	,067	,184	,067	,364	,718

	Ln Detailing flow (calls)	,029	,065	,145	,446	,659
	Ln Journal advertising flow	,005	,004	,231	1,390	,175
	Ln Mailing flow	-,006	,006	-,152	-,954	,347
	Ln Competitive global marketing expenditures flow	,061	,073	,239	,829	,413
	Ln Detailing stock (calls)	,002	,108	,009	,019	,985
	Ln Competitive global marketing expenditures stock	,168	,177	,533	,946	,351
	Ln Average drug price per DDD	-2,496	2,015	-,458	-1,239	,225
	Ln Average competitors price per DDD	1,283	1,760	,616	,729	,471
	Drug age	-,050	,035	-7,953	-1,429	,163
	Drug age^2	,000	,000	9,477	1,902	,067
	Laptop based materials (% of times used in calls)	,315	,552	,127	,571	,572
	Printed material (% of times used in calls)	-,245	,171	-,341	-1,429	,163
	Very useful (% of calls)	,155	,171	,141	,905	,372
	Ln Avg number of products presented during the calls	-,167	,217	-,138	-,769	,448
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Other marketing expenditures stock	,004	,010	,992	,002
	Ipad / Tablet (% of times used in calls)	,042	,232	,818	,042
	Increase / Will begin to prescribe (% of calls)	,062	,282	,780	,051

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Other marketing expenditures stock	,117
	Ipad / Tablet (% of times used in calls)	,574
	Increase / Will begin to prescribe (% of calls)	,390

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq laptop printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Mailing flow, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,663	,439	,176	,079560948	,439	1,670
2	,666	,444	,066	,084696364	,005	,059

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	15	32	,109
2	4	28	,993

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,159	15	,011	1,670	,109
	Residual	,203	32	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,287	4,761		4,472	,000
	Ln Sales in DDDs lagged one period	-,519	,176	-,520	-2,951	,006
	Ln Detailing flow (calls)	,025	,063	,127	,401	,691
	Ln Journal advertising flow	,006	,004	,246	1,552	,131
	Ln Mailing flow	-,005	,006	-,138	-,905	,372
	Ln Competitive global marketing expenditures flow	,058	,072	,229	,809	,425
	Ln Detailing stock (calls)	,010	,104	,043	,095	,925
	Ln Competitive global marketing expenditures stock	,171	,174	,544	,982	,334
	Ln Average drug price per DDD	-2,455	1,984	-,451	-1,237	,225
	Ln Average competitors price per DDD	1,391	1,712	,667	,813	,422
	Drug age	-,054	,033	-8,551	-1,630	,113
	Drug age^2	,000	,000	10,146	2,221	,034
	Laptop based materials (% of times used in calls)	,305	,544	,123	,560	,579
	Printed material (% of times used in calls)	-,233	,166	-,325	-1,405	,170
	Very useful (% of calls)	,152	,169	,139	,902	,374
	Ln Avg number of products presented during the calls	-,189	,206	-,157	-,918	,366
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372

	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,067	,364	,718	,065
	Ln Other marketing expenditures stock	,016	,042	,967	,008
	Ipad / Tablet (% of times used in calls)	,040	,224	,824	,040
	Increase / Will begin to prescribe (% of calls)	,033	,160	,874	,029

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,537
	Ln Other marketing expenditures stock	,118
	Ipad / Tablet (% of times used in calls)	,574
	Increase / Will begin to prescribe (% of calls)	,430

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq printed very_useful
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Mailing flow, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,659	,434	,193	,078728984	,434	1,805
2	,666	,444	,066	,084696364	,010	,103

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,081
2	5	28	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,157	14	,011	1,805	,081
	Residual	,205	33	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,915	4,665		4,484	,000
	Ln Sales in DDDs lagged one period	-,534	,172	-,535	-3,106	,004
	Ln Detailing flow (calls)	,028	,063	,139	,444	,660
	Ln Journal advertising flow	,006	,004	,256	1,641	,110
	Ln Mailing flow	-,005	,006	-,130	-,864	,394
	Ln Competitive global marketing expenditures flow	,047	,068	,185	,689	,496
	Ln Detailing stock (calls)	,023	,100	,101	,230	,819

	Ln Competitive global marketing expenditures stock	,197	,166	,626	1,183	,245
	Ln Average drug price per DDD	-2,957	1,751	-,543	-1,688	,101
	Ln Average competitors price per DDD	1,573	1,663	,754	,946	,351
	Drug age	-,053	,032	-8,470	-1,632	,112
	Drug age^2	,000	,000	10,118	2,239	,032
	Printed material (% of times used in calls)	-,246	,163	-,344	-1,516	,139
	Very useful (% of calls)	,145	,166	,133	,874	,389
	Ln Avg number of products presented during the calls	-,215	,198	-,178	-1,083	,287
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,061	,337	,738	,060
	Ln Other marketing expenditures stock	-,042	-,114	,910	-,020
	Ipad / Tablet (% of times used in calls)	,071	,460	,649	,081
	Laptop based materials (% of times used in calls)	,123	,560	,579	,098
	Increase / Will begin to prescribe (% of calls)	,016	,078	,938	,014

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,539
	Ln Other marketing expenditures stock	,128
	Ipad / Tablet (% of times used in calls)	,729
	Laptop based materials (% of times used in calls)	,365
	Increase / Will begin to prescribe (% of calls)	,440

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq printed
very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Mailing flow, Ln Journal advertising flow, Very useful (% of calls), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,652	,426	,206	,078118632	,426	1,937
2	,666	,444	,066	,084696364	,018	,154

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	13	34	,061
2	6	28	,987

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,154	13	,012	1,937	,061
	Residual	,207	34	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,551	4,537		4,750	,000
	Ln Sales in DDDs lagged one period	-,568	,163	-,569	-3,475	,001
	Ln Detailing flow (calls)	,032	,062	,159	,515	,610
	Ln Journal advertising flow	,006	,003	,268	1,746	,090
	Ln Mailing flow	-,005	,006	-,139	-,939	,354
	Ln Detailing stock (calls)	,029	,099	,129	,297	,768
	Ln Competitive global marketing expenditures stock	,240	,153	,762	1,564	,127
	Ln Average drug price per DDD	-2,790	1,721	-,512	-1,621	,114
	Ln Average competitors price per DDD	1,493	1,646	,716	,907	,371
	Drug age	-,055	,032	-8,802	-1,717	,095
	Drug age^2	,000	,000	10,475	2,351	,025
	Printed material (% of times used in calls)	-,258	,161	-,359	-1,606	,118
	Very useful (% of calls)	,141	,165	,128	,853	,400
	Ln Avg number of products presented during the calls	-,197	,195	-,163	-1,009	,320
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479

	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,050	,281	,781	,049
	Ln Competitive global marketing expenditures flow	,185	,689	,496	,119
	Ln Other marketing expenditures stock	-,061	-,165	,870	-,029
	Ipad / Tablet (% of times used in calls)	,078	,507	,615	,088
	Laptop based materials (% of times used in calls)	,074	,354	,726	,062
	Increase / Will begin to prescribe (% of calls)	,016	,079	,937	,014

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,542
	Ln Competitive global marketing expenditures flow	,237
	Ln Other marketing expenditures stock	,129
	Ipad / Tablet (% of times used in calls)	,733
	Laptop based materials (% of times used in calls)	,395
	Increase / Will begin to prescribe (% of calls)	,440

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq printed
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Average competitors price per DDD, Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age^2, Drug age
2	Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,643	,413	,212	,077813682	,413	2,054
2	,666	,444	,066	,084696364	,031	,220

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,049
2	7	28	,977

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,149	12	,012	2,054	,049
	Residual	,212	35	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,771	4,427		4,692	,000
	Ln Sales in DDDs lagged one period	-,540	,159	-,541	-3,386	,002
	Ln Detailing flow (calls)	,036	,061	,182	,595	,556
	Ln Journal advertising flow	,006	,003	,255	1,677	,102
	Ln Mailing flow	-,006	,006	-,145	-,978	,335
	Ln Detailing stock (calls)	,023	,098	,102	,238	,814
	Ln Competitive global marketing expenditures stock	,252	,152	,802	1,660	,106

	Ln Average drug price per DDD	-2,392	1,650	-,439	-1,450	,156
	Ln Average competitors price per DDD	1,341	1,630	,643	,823	,416
	Drug age	-,048	,031	-7,719	-1,560	,128
	Drug age^2	,000	,000	9,446	2,211	,034
	Printed material (% of times used in calls)	-,255	,160	-,355	-1,594	,120
	Ln Avg number of products presented during the calls	-,181	,194	-,150	-,936	,355
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,045	,251	,803	,043
	Ln Competitive global marketing expenditures flow	,176	,656	,516	,112
	Ln Other marketing expenditures stock	-,113	-,313	,756	-,054
	Ipad / Tablet (% of times used in calls)	,083	,547	,588	,093
	Laptop based materials (% of times used in calls)	,064	,306	,762	,052
	Very useful (% of calls)	,128	,853	,400	,145
	Increase / Will begin to prescribe (% of calls)	,091	,584	,563	,100

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,543
	Ln Competitive global marketing expenditures flow	,238
	Ln Other marketing expenditures stock	,133
	Ipad / Tablet (% of times used in calls)	,734
	Laptop based materials (% of times used in calls)	,396
	Very useful (% of calls)	,746
	Increase / Will begin to prescribe (% of calls)	,706

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age drug_age_sq printed avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age
2	Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,634	,402	,219	,077463672	,402	2,199
2	,666	,444	,066	,084696364	,042	,264

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	11	36	,037
2	8	28	,972

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	11	,013	2,199	,037
	Residual	,216	36	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22,357	3,967		5,636	,000
	Ln Sales in DDDs lagged one period	-,516	,156	-,517	-3,306	,002
	Ln Detailing flow (calls)	,025	,059	,123	,414	,681
	Ln Journal advertising flow	,006	,003	,247	1,637	,110
	Ln Mailing flow	-,005	,006	-,128	-,878	,386
	Ln Detailing stock (calls)	,016	,098	,068	,160	,874
	Ln Competitive global marketing expenditures stock	,211	,143	,672	1,479	,148
	Ln Average drug price per DDD	-2,059	1,593	-,378	-1,293	,204
	Drug age	-,064	,025	-10,181	-2,596	,014
	Drug age^2	,000	,000	11,091	2,951	,006
	Printed material (% of times used in calls)	-,213	,151	-,298	-1,413	,166
	Ln Avg number of products presented during the calls	-,156	,190	-,130	-,822	,417
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568

	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,068	,388	,700	,065
	Ln Competitive global marketing expenditures flow	,161	,604	,550	,102
	Ln Other marketing expenditures stock	-,193	-,577	,568	-,097
	Ln Average competitors price per DDD	,643	,823	,416	,138
	Ipad / Tablet (% of times used in calls)	,089	,590	,559	,099
	Laptop based materials (% of times used in calls)	,095	,471	,640	,079
	Very useful (% of calls)	,114	,761	,452	,128
	Increase / Will begin to prescribe (% of calls)	,089	,574	,570	,097

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,559
	Ln Competitive global marketing expenditures flow	,239
	Ln Other marketing expenditures stock	,150
	Ln Average competitors price per DDD	,027
	Ipad / Tablet (% of times used in calls)	,736
	Laptop based materials (% of times used in calls)	,414
	Very useful (% of calls)	,755
	Increase / Will begin to prescribe (% of calls)	,706

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age drug_age_sq printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,625	,391	,226	,077122855	,391	2,372
2	,666	,444	,066	,084696364	,053	,298

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,028
2	9	28	,969

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,141	10	,014	2,372	,028
	Residual	,220	37	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,214	3,699		5,735	,000
	Ln Sales in DDDs lagged one period	-,481	,150	-,483	-3,217	,003
	Ln Detailing flow (calls)	,030	,059	,149	,510	,613
	Ln Journal advertising flow	,005	,003	,214	1,476	,149
	Ln Mailing flow	-,006	,006	-,147	-1,030	,310
	Ln Detailing stock (calls)	,014	,097	,063	,147	,884
	Ln Competitive global marketing expenditures stock	,243	,137	,774	1,778	,084

	Ln Average drug price per DDD	-2,073	1,585	-,381	-1,308	,199
	Drug age	-,064	,024	-10,209	-2,615	,013
	Drug age^2	,000	,000	11,218	3,001	,005
	Printed material (% of times used in calls)	-,191	,148	-,266	-1,291	,205
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,099	,593	,557	,098
	Ln Competitive global marketing expenditures flow	,133	,504	,617	,084
	Ln Other marketing expenditures stock	-,211	-,632	,531	-,105
	Ln Average competitors price per DDD	,529	,686	,497	,114
	Ipad / Tablet (% of times used in calls)	,053	,361	,720	,060
	Laptop based materials (% of times used in calls)	,127	,647	,522	,107
	Very useful (% of calls)	,103	,697	,490	,115
	Increase / Will begin to prescribe (% of calls)	,088	,573	,571	,095
	Ln Avg number of products presented during the calls	-,130	-,822	,417	-,136

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,601
	Ln Competitive global marketing expenditures flow	,242
	Ln Other marketing expenditures stock	,151
	Ln Average competitors price per DDD	,028
	Ipad / Tablet (% of times used in calls)	,788
	Laptop based materials (% of times used in calls)	,436
	Very useful (% of calls)	,760
	Increase / Will begin to prescribe (% of calls)	,706
	Ln Avg number of products presented during the calls	,667

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,603	,363	,212	,077795549	,363	2,408
2	,666	,444	,066	,084696364	,081	,406

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	9	38	,028
2	10	28	,932

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,131	9	,015	2,408	,028
	Residual	,230	38	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	21,725	3,710		5,856	,000
	Ln Sales in DDDs lagged one period	-,449	,149	-,450	-3,017	,005
	Ln Detailing flow (calls)	,007	,057	,036	,126	,900
	Ln Journal advertising flow	,005	,003	,204	1,396	,171
	Ln Mailing flow	-,004	,006	-,111	-,783	,438
	Ln Detailing stock (calls)	,021	,098	,090	,211	,834
	Ln Competitive global marketing expenditures stock	,217	,137	,691	1,589	,120
	Ln Average drug price per DDD	-1,090	1,402	-,200	-,777	,442
	Drug age	-,064	,025	-10,249	-2,602	,013
	Drug age^2	,000	,000	11,080	2,939	,006
2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646

	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,030	,186	,854	,031
	Ln Competitive global marketing expenditures flow	,180	,686	,497	,112
	Ln Other marketing expenditures stock	-,134	-,403	,689	-,066
	Ln Average competitors price per DDD	,209	,280	,781	,046
	Ipad / Tablet (% of times used in calls)	,063	,428	,671	,070
	Laptop based materials (% of times used in calls)	,128	,648	,521	,106
	Printed material (% of times used in calls)	-,266	-1,291	,205	-,208
	Very useful (% of calls)	,109	,728	,471	,119
	Increase / Will begin to prescribe (% of calls)	,092	,591	,558	,097
	Ln Avg number of products presented during the calls	-,089	-,566	,575	-,093

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,659
	Ln Competitive global marketing expenditures flow	,248
	Ln Other marketing expenditures stock	,155
	Ln Average competitors price per DDD	,031
	Ipad / Tablet (% of times used in calls)	,790
	Laptop based materials (% of times used in calls)	,436
	Printed material (% of times used in calls)	,388
	Very useful (% of calls)	,760
	Increase / Will begin to prescribe (% of calls)	,706
	Ln Avg number of products presented during the calls	,690

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,566	,321	,182	,079303014	,321	2,304
2	,666	,444	,066	,084696364	,123	,563

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,040
2	11	28	,842

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,116	8	,014	2,304	,040
	Residual	,245	39	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25,479	2,916		8,738	,000
	Ln Sales in DDDs lagged one period	-,398	,148	-,399	-2,687	,011
	Ln Detailing flow (calls)	-,030	,053	-,148	-,564	,576
	Ln Journal advertising flow	,005	,003	,240	1,633	,110
	Ln Mailing flow	-,004	,006	-,093	-,648	,521
	Ln Detailing stock (calls)	,011	,100	,049	,113	,911
	Ln Average drug price per DDD	-1,405	1,415	-,258	-,993	,327
	Drug age	-,081	,023	-12,912	-3,554	,001
	Drug age^2	,000	,000	12,857	3,504	,001

2	(Constant)	19,061	7,575		2,516	,018
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728
	Ln Journal advertising flow	,005	,004	,233	1,313	,200
	Ln Mailing flow	-,006	,007	-,157	-,923	,364
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291
	Drug age	-,046	,046	-7,418	-1,012	,320
	Drug age^2	,000	,000	8,846	1,225	,231
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181
	Very useful (% of calls)	,111	,239	,101	,465	,646
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	,047	,288	,775	,047
	Ln Competitive global marketing expenditures flow	,298	1,218	,231	,194
	Ln Other marketing expenditures stock	-,093	-,276	,784	-,045
	Ln Competitive global marketing expenditures stock	,691	1,589	,120	,250
	Ln Average competitors price per DDD	-,172	-,238	,813	-,039
	Ipad / Tablet (% of times used in calls)	,068	,451	,655	,073
	Laptop based materials (% of times used in calls)	,176	,888	,380	,143
	Printed material (% of times used in calls)	-,212	-1,009	,319	-,162
	Very useful (% of calls)	,135	,896	,376	,144
	Increase / Will begin to prescribe (% of calls)	,101	,640	,526	,103
	Ln Avg number of products presented during the calls	-,151	-,996	,326	-,159

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,662
	Ln Competitive global marketing expenditures flow	,288
	Ln Other marketing expenditures stock	,156
	Ln Competitive global marketing expenditures stock	,089
	Ln Average competitors price per DDD	,034
	Ipad / Tablet (% of times used in calls)	,791
	Laptop based materials (% of times used in calls)	,449
	Printed material (% of times used in calls)	,396
	Very useful (% of calls)	,771
	Increase / Will begin to prescribe (% of calls)	,707
	Ln Avg number of products presented during the calls	,756

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
    drug_age_sq
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age^2, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age
2	Ipad / Tablet (% of times used in calls), Very useful (% of calls), Ln Avg number of products presented during the calls, Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,566	,321	,182	,079303014	,321	2,304
2	,666	,444	,066	,084696364	,123	,563

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,040
2	11	28	,842

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,116	8	,014	2,304	,040
	Residual	,245	39	,006		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	25,479	2,916		8,738	,000		
	Ln Sales in DDDs lagged one period	-,398	,148	-,399	-2,687	,011	,789	1,268
	Ln Detailing flow (calls)	-,030	,053	-,148	-,564	,576	,253	3,951
	Ln Journal advertising flow	,005	,003	,240	1,633	,110	,807	1,239
	Ln Mailing flow	-,004	,006	-,093	-,648	,521	,842	1,188
	Ln Detailing stock (calls)	,011	,100	,049	,113	,911	,092	10,921
	Ln Average drug price per DDD	-1,405	1,415	-,258	-,993	,327	,258	3,876
	Drug age	-,081	,023	-12,912	-3,554	,001	,001	758,091
	Drug age^2	,000	,000	12,857	3,504	,001	,001	773,363
2	(Constant)	19,061	7,575		2,516	,018		
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040	,408	2,450
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728	,157	6,362
	Ln Journal advertising flow	,005	,004	,233	1,313	,200	,632	1,583
	Ln Mailing flow	-,006	,007	-,157	-,923	,364	,682	1,466
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977	,063	15,895
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291	,123	8,106
	Drug age	-,046	,046	-7,418	-1,012	,320	,000	2706,248
	Drug age^2	,000	,000	8,846	1,225	,231	,000	2625,167
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678	,476	2,099
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479	,199	5,029
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928	,106	9,455

	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372	,056	17,973
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568	,021	46,577
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841	,522	1,914
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716	,242	4,138
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181	,310	3,222
	Very useful (% of calls)	,111	,239	,101	,465	,646	,419	2,389
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803	,373	2,683
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498	,467	2,143

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,047	,288	,775	,047	,662
	Ln Competitive global marketing expenditures flow	,298	1,218	,231	,194	,288
	Ln Other marketing expenditures stock	-,093	-,276	,784	-,045	,156
	Ln Competitive global marketing expenditures stock	,691	1,589	,120	,250	,089
	Ln Average competitors price per DDD	-,172	-,238	,813	-,039	,034
	Ipad / Tablet (% of times used in calls)	,068	,451	,655	,073	,791
	Laptop based materials (% of times used in calls)	,176	,888	,380	,143	,449
	Printed material (% of times used in calls)	-,212	-1,009	,319	-,162	,396
	Very useful (% of calls)	,135	,896	,376	,144	,771
	Increase / Will begin to prescribe (% of calls)	,101	,640	,526	,103	,707
	Ln Avg number of products presented during the calls	-,151	-,996	,326	-,159	,756

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,510	,001
	Ln Competitive global marketing expenditures flow	3,476	,001
	Ln Other marketing expenditures stock	6,395	,001
	Ln Competitive global marketing expenditures stock	11,265	,001
	Ln Average competitors price per DDD	29,147	,001
	Ipad / Tablet (% of times used in calls)	1,265	,001
	Laptop based materials (% of times used in calls)	2,230	,001
	Printed material (% of times used in calls)	2,523	,001

	Very useful (% of calls)	1,297	,001
	Increase / Will begin to prescribe (% of calls)	1,414	,001
	Ln Avg number of products presented during the calls	1,323	,001

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	7,884	1,000	,00	,00	,00
	2	,784	3,172	,00	,00	,00
	3	,278	5,329	,00	,00	,00
	4	,054	12,089	,00	,00	,00
	5	,001	112,067	,00	,00	,94
	6	,000	168,559	,00	,01	,04
	7	,000	237,981	,02	,06	,00
	8	2,305E-5	584,849	,10	,20	,01
	9	7,726E-6	1010,157	,88	,73	,00
2	1	17,984	1,000	,00	,00	,00
	2	,827	4,664	,00	,00	,00
	3	,516	5,904	,00	,00	,00
	4	,293	7,837	,00	,00	,00
	5	,135	11,538	,00	,00	,00
	6	,098	13,579	,00	,00	,00
	7	,072	15,771	,00	,00	,00
	8	,040	21,102	,00	,00	,00
	9	,021	28,937	,00	,00	,00
	10	,007	49,123	,00	,00	,00
	11	,004	63,826	,00	,00	,00
	12	,001	138,146	,00	,00	,33
	13	,001	187,338	,00	,00	,19
	14	,000	310,790	,00	,00	,01
	15	,000	395,552	,00	,00	,23
	16	8,316E-5	465,024	,00	,02	,00
	17	3,158E-5	754,675	,00	,12	,00
	18	1,539E-5	1080,828	,02	,22	,16
	19	8,851E-6	1425,431	,03	,25	,01
	20	1,640E-6	3311,816	,95	,40	,06

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,01	,80	,00	,00	,00
	3	,80	,05	,00	,00	,00
	4	,01	,08	,00	,00	,00
	5	,01	,02	,02	,04	,00
	6	,00	,01	,10	,63	,00
	7	,02	,04	,68	,02	,00
	8	,06	,00	,20	,24	,37
	9	,08	,00	,01	,07	,62
2	1	,00	,00	,00	,00	,00
	2	,00	,56	,00	,00	,00
	3	,00	,10	,00	,00	,00
	4	,63	,03	,00	,00	,00
	5	,00	,01	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00

	8	,00	,06	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,06	,02	,00	,00	,00
	11	,05	,04	,00	,00	,00
	12	,01	,00	,00	,00	,00
	13	,00	,01	,00	,00	,00
	14	,02	,04	,14	,34	,00
	15	,04	,01	,67	,04	,00
	16	,00	,01	,04	,40	,00
	17	,00	,00	,06	,00	,00
	18	,01	,00	,08	,17	,03
	19	,00	,00	,01	,03	,24
	20	,14	,10	,00	,01	,72

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age^2	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,00				
	5	,00				
	6	,00				
	7	,00				
	8	,38				
	9	,60				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,04	,00
	12	,00	,00	,00	,14	,00
	13	,01	,00	,07	,18	,00
	14	,00	,00	,12	,01	,00
	15	,00	,00	,24	,24	,00
	16	,00	,01	,37	,01	,05
	17	,01	,29	,00	,00	,04
	18	,09	,00	,11	,07	,58
	19	,19	,25	,08	,13	,19
	20	,70	,45	,01	,18	,13

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average competitors price per DDD	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					

	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,01	,00	,00
	3	,00	,01	,09	,00	,00
	4	,00	,00	,00	,00	,00
	5	,01	,06	,09	,06	,00
	6	,00	,51	,10	,02	,02
	7	,00	,06	,10	,01	,18
	8	,03	,00	,06	,44	,01
	9	,00	,00	,00	,02	,53
	10	,00	,14	,09	,02	,00
	11	,15	,01	,01	,01	,02
	12	,15	,01	,00	,01	,00
	13	,23	,01	,01	,02	,01
	14	,00	,00	,08	,12	,00
	15	,02	,17	,25	,01	,00
	16	,23	,01	,00	,08	,06
	17	,00	,00	,01	,05	,00
	18	,09	,00	,05	,07	,03
	19	,08	,00	,04	,02	,02
	20	,00	,00	,01	,06	,11

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,01	,00
	7	,09	,00
	8	,01	,00
	9	,65	,00
	10	,03	,65
	11	,01	,01
	12	,00	,03
	13	,02	,01
	14	,00	,00
	15	,02	,04
	16	,03	,07

	17	,05	,01
	18	,02	,00
	19	,00	,08
	20	,07	,08

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,327	,107	-,049	,089786857	,107	,686
2	,666	,444	,066	,084696364	,337	1,413

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	7	40	,683
2	12	28	,218

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,039	7	,006	,686	,683
	Residual	,322	40	,008		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341

	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	20,154	2,818		7,153	,000		
	Ln Sales in DDDs lagged one period	-,193	,154	-,194	-1,255	,217	,934	1,071
	Ln Detailing flow (calls)	-,019	,059	-,093	-,315	,754	,254	3,937
	Ln Journal advertising flow	,001	,004	,051	,330	,743	,933	1,072
	Ln Mailing flow	-,004	,006	-,111	-,684	,498	,843	1,186
	Ln Detailing stock (calls)	-,129	,103	-,564	-1,247	,220	,109	9,164
	Ln Average drug price per DDD	,875	1,423	,161	,615	,542	,327	3,057
	Drug age	-,002	,003	-,282	-,551	,585	,086	11,689
2	(Constant)	19,061	7,575		2,516	,018		
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040	,408	2,450
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728	,157	6,362
	Ln Journal advertising flow	,005	,004	,233	1,313	,200	,632	1,583
	Ln Mailing flow	-,006	,007	-,157	-,923	,364	,682	1,466
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977	,063	15,895
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291	,123	8,106
	Drug age	-,046	,046	-7,418	-1,012	,320	,000	2706,248
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678	,476	2,099
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479	,199	5,029
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928	,106	9,455
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372	,056	17,973
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568	,021	46,577
	Drug age^2	,000	,000	8,846	1,225	,231	,000	2625,167
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841	,522	1,914
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716	,242	4,138
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181	,310	3,222
	Very useful (% of calls)	,111	,239	,101	,465	,646	,419	2,389

	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803	,373	2,683
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498	,467	2,143

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,281	1,811	,078	,278	,879
	Ln Competitive global marketing expenditures flow	,462	1,739	,090	,268	,301
	Ln Other marketing expenditures stock	-,626	-2,603	,013	-,385	,337
	Ln Competitive global marketing expenditures stock	1,069	2,357	,024	,353	,097
	Ln Average competitors price per DDD	,710	,946	,350	,150	,040
	Drug age^2	12,857	3,504	,001	,489	,001
	Ipad / Tablet (% of times used in calls)	-,001	-,004	,997	-,001	,804
	Laptop based materials (% of times used in calls)	,268	1,219	,230	,192	,457
	Printed material (% of times used in calls)	-,155	-,649	,520	-,103	,399
	Very useful (% of calls)	-,046	-,285	,777	-,046	,868
	Increase / Will begin to prescribe (% of calls)	,057	,320	,751	,051	,712
	Ln Avg number of products presented during the calls	-,220	-1,304	,200	-,204	,770

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,137	,086
	Ln Competitive global marketing expenditures flow	3,322	,076
	Ln Other marketing expenditures stock	2,969	,085
	Ln Competitive global marketing expenditures stock	10,274	,034
	Ln Average competitors price per DDD	25,155	,027
	Drug age^2	773,363	,001
	Ipad / Tablet (% of times used in calls)	1,243	,083
	Laptop based materials (% of times used in calls)	2,186	,071
	Printed material (% of times used in calls)	2,509	,084
	Very useful (% of calls)	1,152	,081
	Increase / Will begin to prescribe (% of calls)	1,405	,078
	Ln Avg number of products presented during the calls	1,298	,085

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)
1	1	6,927	1,000	,00	,00	,00
	2	,783	2,974	,00	,00	,00
	3	,272	5,043	,00	,00	,00
	4	,016	20,525	,00	,00	,01
	5	,001	112,707	,00	,00	,98
	6	,000	164,135	,00	,01	,01
	7	,000	225,733	,02	,07	,00
	8	1,297E-5	730,940	,97	,92	,00
2	1	17,984	1,000	,00	,00	,00
	2	,827	4,664	,00	,00	,00
	3	,516	5,904	,00	,00	,00
	4	,293	7,837	,00	,00	,00
	5	,135	11,538	,00	,00	,00
	6	,098	13,579	,00	,00	,00
	7	,072	15,771	,00	,00	,00
	8	,040	21,102	,00	,00	,00
	9	,021	28,937	,00	,00	,00
	10	,007	49,123	,00	,00	,00
	11	,004	63,826	,00	,00	,00
	12	,001	138,146	,00	,00	,33
	13	,001	187,338	,00	,00	,19
	14	,000	310,790	,00	,00	,01
	15	,000	395,552	,00	,00	,23
	16	8,316E-5	465,024	,00	,02	,00
	17	3,158E-5	754,675	,00	,12	,00
	18	1,539E-5	1080,828	,02	,22	,16
	19	8,851E-6	1425,431	,03	,25	,01
	20	1,640E-6	3311,816	,95	,40	,06

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,01	,81	,00	,00	,00
	3	,93	,04	,00	,00	,00
	4	,00	,09	,00	,00	,05
	5	,02	,01	,06	,02	,13
	6	,00	,01	,05	,94	,30
	7	,03	,04	,77	,00	,50
	8	,00	,00	,12	,04	,03
2	1	,00	,00	,00	,00	,00
	2	,00	,56	,00	,00	,00
	3	,00	,10	,00	,00	,00
	4	,63	,03	,00	,00	,00
	5	,00	,01	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,06	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,06	,02	,00	,00	,00
	11	,05	,04	,00	,00	,00
	12	,01	,00	,00	,00	,00
	13	,00	,01	,00	,00	,00
	14	,02	,04	,14	,34	,00
	15	,04	,01	,67	,04	,00
	16	,00	,01	,04	,40	,00

	17	,00	,00	,06	,00	,00
	18	,01	,00	,08	,17	,03
	19	,00	,00	,01	,03	,24
	20	,14	,10	,00	,01	,72

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,01
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,03
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,04	,00	,15
	12	,00	,00	,14	,00	,15
	13	,00	,07	,18	,00	,23
	14	,00	,12	,01	,00	,00
	15	,00	,24	,24	,00	,02
	16	,01	,37	,01	,05	,23
	17	,29	,00	,00	,04	,00
	18	,00	,11	,07	,58	,09
	19	,25	,08	,13	,19	,08
	20	,45	,01	,18	,13	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,01	,00	,00

	3	,00	,01	,09	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,06	,09	,06	,00
	6	,00	,51	,10	,02	,02
	7	,00	,06	,10	,01	,18
	8	,00	,00	,06	,44	,01
	9	,00	,00	,00	,02	,53
	10	,00	,14	,09	,02	,00
	11	,00	,01	,01	,01	,02
	12	,00	,01	,00	,01	,00
	13	,01	,01	,01	,02	,01
	14	,00	,00	,08	,12	,00
	15	,00	,17	,25	,01	,00
	16	,00	,01	,00	,08	,06
	17	,01	,00	,01	,05	,00
	18	,09	,00	,05	,07	,03
	19	,19	,00	,04	,02	,02
	20	,70	,00	,01	,06	,11

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,01	,00
	7	,09	,00
	8	,01	,00
	9	,65	,00
	10	,03	,65
	11	,01	,01
	12	,00	,03
	13	,02	,01
	14	,00	,00
	15	,02	,04
	16	,03	,07
	17	,05	,01
	18	,02	,00
	19	,00	,08
	20	,07	,08

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
```

```
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,268	,072	-,064	,090414255	,072	,530
2	,666	,444	,066	,084696364	,372	1,440

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	6	41	,782
2	13	28	,203

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,530	,782
	Residual	,335	41	,008		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	16,977	1,246		13,631	,000		

	Ln Detailing flow (calls)	-,023	,060	-,115	-,387	,701	,255	3,924
	Ln Journal advertising flow	,001	,004	,064	,413	,682	,937	1,067
	Ln Mailing flow	-,005	,006	-,129	-,787	,436	,849	1,178
	Ln Detailing stock (calls)	-,112	,103	-,490	-1,085	,284	,111	9,010
	Ln Average drug price per DDD	,672	1,424	,123	,472	,640	,331	3,017
	Drug age	-,002	,003	-,281	-,546	,588	,086	11,689
2	(Constant)	19,061	7,575		2,516	,018		
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728	,157	6,362
	Ln Journal advertising flow	,005	,004	,233	1,313	,200	,632	1,583
	Ln Mailing flow	-,006	,007	-,157	-,923	,364	,682	1,466
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977	,063	15,895
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291	,123	8,106
	Drug age	-,046	,046	-7,418	-1,012	,320	,000	2706,248
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040	,408	2,450
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678	,476	2,099
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479	,199	5,029
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928	,106	9,455
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372	,056	17,973
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568	,021	46,577
	Drug age^2	,000	,000	8,846	1,225	,231	,000	2625,167
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841	,522	1,914
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716	,242	4,138
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181	,310	3,222
	Very useful (% of calls)	,111	,239	,101	,465	,646	,419	2,389
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803	,373	2,683
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498	,467	2,143

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,194	-1,255	,217	-,195	,934

	Ln Sales in DDDs lagged two periods	,310	2,052	,047	,309	,922
	Ln Competitive global marketing expenditures flow	,506	1,936	,060	,293	,310
	Ln Other marketing expenditures stock	-,555	-2,282	,028	-,339	,347
	Ln Competitive global marketing expenditures stock	,759	1,710	,095	,261	,110
	Ln Average competitors price per DDD	,527	,705	,485	,111	,041
	Drug age^2	8,971	2,475	,018	,364	,002
	Ipad / Tablet (% of times used in calls)	,034	,203	,840	,032	,828
	Laptop based materials (% of times used in calls)	,233	1,054	,298	,164	,464
	Printed material (% of times used in calls)	-,117	-,492	,626	-,078	,404
	Very useful (% of calls)	-,060	-,371	,713	-,059	,873
	Increase / Will begin to prescribe (% of calls)	,027	,149	,882	,024	,725
	Ln Avg number of products presented during the calls	-,119	-,742	,463	-,116	,887

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,071	,086
	Ln Sales in DDDs lagged two periods	1,084	,086
	Ln Competitive global marketing expenditures flow	3,223	,076
	Ln Other marketing expenditures stock	2,885	,085
	Ln Competitive global marketing expenditures stock	9,118	,036
	Ln Average competitors price per DDD	24,395	,027
	Drug age^2	653,222	,002
	Ipad / Tablet (% of times used in calls)	1,208	,083
	Laptop based materials (% of times used in calls)	2,157	,071
	Printed material (% of times used in calls)	2,473	,084
	Very useful (% of calls)	1,146	,081
	Increase / Will begin to prescribe (% of calls)	1,379	,078
	Ln Avg number of products presented during the calls	1,128	,085

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,937	1,000	,00	,00	,01
	2	,781	2,758	,00	,00	,02
	3	,265	4,731	,00	,00	,93
	4	,016	19,037	,00	,01	,00
	5	,001	107,193	,01	,96	,01
	6	,000	155,995	,02	,02	,00
	7	7,839E-5	275,203	,97	,01	,03
2	1	17,984	1,000	,00	,00	,00
	2	,827	4,664	,00	,00	,00
	3	,516	5,904	,00	,00	,00
	4	,293	7,837	,00	,00	,63
	5	,135	11,538	,00	,00	,00
	6	,098	13,579	,00	,00	,00

	7	,072	15,771	,00	,00	,00
	8	,040	21,102	,00	,00	,00
	9	,021	28,937	,00	,00	,02
	10	,007	49,123	,00	,00	,06
	11	,004	63,826	,00	,00	,05
	12	,001	138,146	,00	,33	,01
	13	,001	187,338	,00	,19	,00
	14	,000	310,790	,00	,01	,02
	15	,000	395,552	,00	,23	,04
	16	8,316E-5	465,024	,00	,00	,00
	17	3,158E-5	754,675	,00	,00	,00
	18	1,539E-5	1080,828	,02	,16	,01
	19	8,851E-6	1425,431	,03	,01	,00
	20	1,640E-6	3311,816	,95	,06	,14

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged one period
1	1	,01	,00	,00	,00	
	2	,81	,00	,00	,00	
	3	,04	,00	,00	,00	
	4	,09	,00	,00	,05	
	5	,01	,09	,05	,11	
	6	,01	,16	,89	,42	
	7	,03	,74	,07	,42	
2	1	,00	,00	,00	,00	,00
	2	,56	,00	,00	,00	,00
	3	,10	,00	,00	,00	,00
	4	,03	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,06	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,02	,00	,00	,00	,00
	11	,04	,00	,00	,00	,00
	12	,00	,00	,00	,00	,00
	13	,01	,00	,00	,00	,00
	14	,04	,14	,34	,00	,00
	15	,01	,67	,04	,00	,00
	16	,01	,04	,40	,00	,02
	17	,00	,06	,00	,00	,12
	18	,00	,08	,17	,03	,22
	19	,00	,01	,03	,24	,25
	20	,10	,00	,01	,72	,40

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				

	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,00	,00	,00	,00
	9	,00	,00	,00	,00
	10	,00	,00	,00	,00
	11	,00	,00	,04	,00
	12	,00	,00	,14	,00
	13	,00	,07	,18	,00
	14	,00	,12	,01	,00
	15	,00	,24	,24	,00
	16	,01	,37	,01	,05
	17	,29	,00	,00	,04
	18	,00	,11	,07	,58
	19	,25	,08	,13	,19
	20	,45	,01	,18	,13

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,01	,00
	3	,00	,00	,01	,09	,00
	4	,00	,00	,00	,00	,00
	5	,01	,00	,06	,09	,06
	6	,00	,00	,51	,10	,02
	7	,00	,00	,06	,10	,01
	8	,03	,00	,00	,06	,44
	9	,00	,00	,00	,00	,02
	10	,00	,00	,14	,09	,02
	11	,15	,00	,01	,01	,01
	12	,15	,00	,01	,00	,01
	13	,23	,01	,01	,01	,02
	14	,00	,00	,00	,08	,12
	15	,02	,00	,17	,25	,01
	16	,23	,00	,01	,00	,08
	17	,00	,01	,00	,01	,05
	18	,09	,09	,00	,05	,07
	19	,08	,19	,00	,04	,02
	20	,00	,70	,00	,01	,06

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,02	,01	,00
	7	,18	,09	,00
	8	,01	,01	,00
	9	,53	,65	,00
	10	,00	,03	,65
	11	,02	,01	,01
	12	,00	,00	,03
	13	,01	,02	,01
	14	,00	,00	,00
	15	,00	,02	,04
	16	,06	,03	,07
	17	,00	,05	,01
	18	,03	,02	,00
	19	,02	,00	,08
	20	,11	,07	,08

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,255	,065	-,046	,089655501	,065	,586
2	,666	,444	,066	,084696364	,379	1,362

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	5	42	,710
2	14	28	,236

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,024	5	,005	,586	,710
	Residual	,338	42	,008		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	16,571	,991		16,729	,000	
	Ln Detailing flow (calls)	-,014	,057	-,069	-,244	,808	,277
	Ln Journal advertising flow	,001	,003	,050	,330	,743	,964
	Ln Mailing flow	-,004	,006	-,115	-,717	,477	,870
	Ln Detailing stock (calls)	-,072	,072	-,315	-,999	,324	,223
	Ln Average drug price per DDD	1,071	1,211	,197	,884	,382	,450
2	(Constant)	19,061	7,575		2,516	,018	
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728	,157
	Ln Journal advertising flow	,005	,004	,233	1,313	,200	,632
	Ln Mailing flow	-,006	,007	-,157	-,923	,364	,682
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977	,063
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291	,123
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040	,408
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678	,476
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479	,199

	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928	,106
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372	,056
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568	,021
	Drug age	-,046	,046	-7,418	-1,012	,320	,000
	Drug age^2	,000	,000	8,846	1,225	,231	,000
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841	,522
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716	,242
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181	,310
	Very useful (% of calls)	,111	,239	,101	,465	,646	,419
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803	,373
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498	,467

Coefficients

Model		Collinearity Statistics VIF
1	(Constant)	
	Ln Detailing flow (calls)	3,611
	Ln Journal advertising flow	1,038
	Ln Mailing flow	1,150
	Ln Detailing stock (calls)	4,478
	Ln Average drug price per DDD	2,221
2	(Constant)	
	Ln Detailing flow (calls)	6,362
	Ln Journal advertising flow	1,583
	Ln Mailing flow	1,466
	Ln Detailing stock (calls)	15,895
	Ln Average drug price per DDD	8,106
	Ln Sales in DDDs lagged one period	2,450
	Ln Sales in DDDs lagged two periods	2,099
	Ln Competitive global marketing expenditures flow	5,029
	Ln Other marketing expenditures stock	9,455
	Ln Competitive global marketing expenditures stock	17,973
	Ln Average competitors price per DDD	46,577
	Drug age	2706,248
	Drug age^2	2625,167
	Ipad / Tablet (% of times used in calls)	1,914
	Laptop based materials (% of times used in calls)	4,138
	Printed material (% of times used in calls)	3,222
	Very useful (% of calls)	2,389
	Increase / Will begin to prescribe (% of calls)	2,683
	Ln Avg number of products presented during the calls	2,143

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,194	-1,265	,213	-,194	,934
	Ln Sales in DDDs lagged two periods	,309	2,065	,045	,307	,922
	Ln Competitive global marketing expenditures flow	,496	2,038	,048	,303	,350
	Ln Other marketing expenditures stock	-,539	-2,236	,031	-,330	,349
	Ln Competitive global marketing expenditures stock	,442	1,536	,132	,233	,261
	Ln Average competitors price per DDD	,355	,855	,398	,132	,130
	Drug age	-,281	-,546	,588	-,085	,086
	Drug age^2	-,117	-,225	,823	-,035	,084
	Ipad / Tablet (% of times used in calls)	,048	,293	,771	,046	,851
	Laptop based materials (% of times used in calls)	,238	1,200	,237	,184	,559
	Printed material (% of times used in calls)	-,130	-,554	,583	-,086	,409
	Very useful (% of calls)	-,077	-,490	,626	-,076	,922
	Increase / Will begin to prescribe (% of calls)	-,002	-,014	,989	-,002	,792
	Ln Avg number of products presented during the calls	-,125	-,788	,435	-,122	,892

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,071	,216
	Ln Sales in DDDs lagged two periods	1,084	,222
	Ln Competitive global marketing expenditures flow	2,858	,198
	Ln Other marketing expenditures stock	2,864	,130
	Ln Competitive global marketing expenditures stock	3,834	,171
	Ln Average competitors price per DDD	7,716	,130
	Drug age	11,689	,086
	Drug age^2	11,893	,084
	Ipad / Tablet (% of times used in calls)	1,175	,222
	Laptop based materials (% of times used in calls)	1,788	,173
	Printed material (% of times used in calls)	2,443	,212
	Very useful (% of calls)	1,085	,219
	Increase / Will begin to prescribe (% of calls)	1,263	,219
	Ln Avg number of products presented during the calls	1,121	,220

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Journal advertising flow
1	1	4,959	1,000	,00	,00	,01
	2	,780	2,522	,00	,00	,02
	3	,257	4,396	,00	,00	,95
	4	,004	37,077	,00	,08	,00
	5	,000	108,430	,01	,92	,01

	6	,000	210,128	,98	,00	,01
2	1	17,984	1,000	,00	,00	,00
	2	,827	4,664	,00	,00	,00
	3	,516	5,904	,00	,00	,00
	4	,293	7,837	,00	,00	,63
	5	,135	11,538	,00	,00	,00
	6	,098	13,579	,00	,00	,00
	7	,072	15,771	,00	,00	,00
	8	,040	21,102	,00	,00	,00
	9	,021	28,937	,00	,00	,02
	10	,007	49,123	,00	,00	,06
	11	,004	63,826	,00	,00	,05
	12	,001	138,146	,00	,33	,01
	13	,001	187,338	,00	,19	,00
	14	,000	310,790	,00	,01	,02
	15	,000	395,552	,00	,23	,04
	16	8,316E-5	465,024	,00	,00	,00
	17	3,158E-5	754,675	,00	,00	,00
	18	1,539E-5	1080,828	,02	,16	,01
	19	8,851E-6	1425,431	,03	,01	,00
	20	1,640E-6	3311,816	,95	,06	,14

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Ln Sales in DDDs lagged one period
1	1	,01	,00	,00	
	2	,82	,00	,00	
	3	,04	,00	,00	
	4	,12	,02	,05	
	5	,00	,52	,05	
	6	,01	,46	,89	
2	1	,00	,00	,00	,00
	2	,56	,00	,00	,00
	3	,10	,00	,00	,00
	4	,03	,00	,00	,00
	5	,01	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,06	,00	,00	,00
	9	,00	,00	,00	,00
	10	,02	,00	,00	,00
	11	,04	,00	,00	,00
	12	,00	,00	,00	,00
	13	,01	,00	,00	,00
	14	,04	,14	,34	,00
	15	,01	,67	,04	,00
	16	,01	,04	,40	,02
	17	,00	,06	,00	,12
	18	,00	,08	,17	,22
	19	,00	,01	,03	,25
	20	,10	,00	,01	,40

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00
	8	,00	,00	,00	,00
	9	,00	,00	,00	,00
	10	,00	,00	,00	,00
	11	,00	,00	,04	,00
	12	,00	,00	,14	,00
	13	,00	,07	,18	,00
	14	,00	,12	,01	,00
	15	,00	,24	,24	,00
	16	,01	,37	,01	,05
	17	,29	,00	,00	,04
	18	,00	,11	,07	,58
	19	,25	,08	,13	,19
	20	,45	,01	,18	,13

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average competitors price per DDD	Drug age	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,01	,09
	4	,00	,00	,00	,00	,00
	5	,01	,00	,00	,06	,09
	6	,00	,00	,00	,51	,10
	7	,00	,00	,00	,06	,10
	8	,03	,00	,00	,00	,06
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,14	,09
	11	,15	,00	,00	,01	,01
	12	,15	,00	,00	,01	,00
	13	,23	,00	,01	,01	,01
	14	,00	,00	,00	,00	,08

	15	,02	,00	,00	,17	,25
	16	,23	,00	,00	,01	,00
	17	,00	,00	,01	,00	,01
	18	,09	,03	,09	,00	,05
	19	,08	,24	,19	,00	,04
	20	,00	,72	,70	,00	,01

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				
	3				
	4				
	5				
	6				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,06	,00	,00	,00
	6	,02	,02	,01	,00
	7	,01	,18	,09	,00
	8	,44	,01	,01	,00
	9	,02	,53	,65	,00
	10	,02	,00	,03	,65
	11	,01	,02	,01	,01
	12	,01	,00	,00	,03
	13	,02	,01	,02	,01
	14	,12	,00	,00	,00
	15	,01	,00	,02	,04
	16	,08	,06	,03	,07
	17	,05	,00	,05	,01
	18	,07	,03	,02	,00
	19	,02	,02	,00	,08
	20	,06	,11	,07	,08

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,268	,072	-,064	,090414255	,072	,530
2	,666	,444	,066	,084696364	,372	1,440

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,782
2	13	28	,203

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,530	,782
	Residual	,335	41	,008		
	Total	,361	47			
2	Regression	,160	19	,008	1,176	,341
	Residual	,201	28	,007		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,977	1,246		13,631	,000		
	Ln Detailing flow (calls)	-,023	,060	-,115	-,387	,701	,255	3,924
	Ln Journal advertising flow	,001	,004	,064	,413	,682	,937	1,067
	Ln Mailing flow	-,005	,006	-,129	-,787	,436	,849	1,178
	Ln Detailing stock (calls)	-,112	,103	-,490	-1,085	,284	,111	9,010
	Ln Average drug price per DDD	,672	1,424	,123	,472	,640	,331	3,017

	Drug age	-,002	,003	-,281	-,546	,588	,086	11,689
2	(Constant)	19,061	7,575		2,516	,018		
	Ln Detailing flow (calls)	,025	,071	,125	,351	,728	,157	6,362
	Ln Journal advertising flow	,005	,004	,233	1,313	,200	,632	1,583
	Ln Mailing flow	-,006	,007	-,157	-,923	,364	,682	1,466
	Ln Detailing stock (calls)	,004	,128	,016	,029	,977	,063	15,895
	Ln Average drug price per DDD	-2,351	2,186	-,432	-1,075	,291	,123	8,106
	Drug age	-,046	,046	-7,418	-1,012	,320	,000	2706,248
	Ln Sales in DDDs lagged one period	-,473	,220	-,474	-2,149	,040	,408	2,450
	Ln Sales in DDDs lagged two periods	,086	,205	,086	,419	,678	,476	2,099
	Ln Competitive global marketing expenditures flow	,058	,080	,227	,717	,479	,199	5,029
	Ln Other marketing expenditures stock	-,005	,057	-,039	-,091	,928	,106	9,455
	Ln Competitive global marketing expenditures stock	,170	,188	,542	,907	,372	,056	17,973
	Ln Average competitors price per DDD	1,160	2,006	,556	,578	,568	,021	46,577
	Drug age^2	,000	,000	8,846	1,225	,231	,000	2625,167
	Ipad / Tablet (% of times used in calls)	,038	,186	,039	,202	,841	,522	1,914
	Laptop based materials (% of times used in calls)	,262	,712	,105	,368	,716	,242	4,138
	Printed material (% of times used in calls)	-,249	,181	-,347	-1,371	,181	,310	3,222
	Very useful (% of calls)	,111	,239	,101	,465	,646	,419	2,389
	Increase / Will begin to prescribe (% of calls)	,059	,233	,058	,252	,803	,373	2,683
	Ln Avg number of products presented during the calls	-,171	,249	-,142	-,687	,498	,467	2,143

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,194	-1,255	,217	-,195	,934
	Ln Sales in DDDs lagged two periods	,310	2,052	,047	,309	,922
	Ln Competitive global marketing expenditures flow	,506	1,936	,060	,293	,310
	Ln Other marketing expenditures stock	-,555	-2,282	,028	-,339	,347
	Ln Competitive global marketing expenditures stock	,759	1,710	,095	,261	,110
	Ln Average competitors price per DDD	,527	,705	,485	,111	,041

	Drug age^2	8,971	2,475	,018	,364	,002
	Ipad / Tablet (% of times used in calls)	,034	,203	,840	,032	,828
	Laptop based materials (% of times used in calls)	,233	1,054	,298	,164	,464
	Printed material (% of times used in calls)	-,117	-,492	,626	-,078	,404
	Very useful (% of calls)	-,060	-,371	,713	-,059	,873
	Increase / Will begin to prescribe (% of calls)	,027	,149	,882	,024	,725
	Ln Avg number of products presented during the calls	-,119	-,742	,463	-,116	,887

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,071	,086
	Ln Sales in DDDs lagged two periods	1,084	,086
	Ln Competitive global marketing expenditures flow	3,223	,076
	Ln Other marketing expenditures stock	2,885	,085
	Ln Competitive global marketing expenditures stock	9,118	,036
	Ln Average competitors price per DDD	24,395	,027
	Drug age^2	653,222	,002
	Ipad / Tablet (% of times used in calls)	1,208	,083
	Laptop based materials (% of times used in calls)	2,157	,071
	Printed material (% of times used in calls)	2,473	,084
	Very useful (% of calls)	1,146	,081
	Increase / Will begin to prescribe (% of calls)	1,379	,078
	Ln Avg number of products presented during the calls	1,128	,085

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,937	1,000	,00	,00	,01
	2	,781	2,758	,00	,00	,02
	3	,265	4,731	,00	,00	,93
	4	,016	19,037	,00	,01	,00
	5	,001	107,193	,01	,96	,01
	6	,000	155,995	,02	,02	,00
	7	7,839E-5	275,203	,97	,01	,03
2	1	17,984	1,000	,00	,00	,00
	2	,827	4,664	,00	,00	,00
	3	,516	5,904	,00	,00	,00
	4	,293	7,837	,00	,00	,63
	5	,135	11,538	,00	,00	,00
	6	,098	13,579	,00	,00	,00
	7	,072	15,771	,00	,00	,00
	8	,040	21,102	,00	,00	,00
	9	,021	28,937	,00	,00	,02
	10	,007	49,123	,00	,00	,06
	11	,004	63,826	,00	,00	,05
	12	,001	138,146	,00	,33	,01
	13	,001	187,338	,00	,19	,00
	14	,000	310,790	,00	,01	,02
	15	,000	395,552	,00	,23	,04
	16	8,316E-5	465,024	,00	,00	,00

	17	3,158E-5	754,675	,00	,00	,00
	18	1,539E-5	1080,828	,02	,16	,01
	19	8,851E-6	1425,431	,03	,01	,00
	20	1,640E-6	3311,816	,95	,06	,14

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged one period
1	1	,01	,00	,00	,00	
	2	,81	,00	,00	,00	
	3	,04	,00	,00	,00	
	4	,09	,00	,00	,05	
	5	,01	,09	,05	,11	
	6	,01	,16	,89	,42	
	7	,03	,74	,07	,42	
2	1	,00	,00	,00	,00	,00
	2	,56	,00	,00	,00	,00
	3	,10	,00	,00	,00	,00
	4	,03	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,06	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,02	,00	,00	,00	,00
	11	,04	,00	,00	,00	,00
	12	,00	,00	,00	,00	,00
	13	,01	,00	,00	,00	,00
	14	,04	,14	,34	,00	,00
	15	,01	,67	,04	,00	,00
	16	,01	,04	,40	,00	,02
	17	,00	,06	,00	,00	,12
	18	,00	,08	,17	,03	,22
	19	,00	,01	,03	,24	,25
	20	,10	,00	,01	,72	,40

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,00	,00	,00
	7	,00	,00	,00	,00

	8	,00	,00	,00	,00
	9	,00	,00	,00	,00
	10	,00	,00	,00	,00
	11	,00	,00	,04	,00
	12	,00	,00	,14	,00
	13	,00	,07	,18	,00
	14	,00	,12	,01	,00
	15	,00	,24	,24	,00
	16	,01	,37	,01	,05
	17	,29	,00	,00	,04
	18	,00	,11	,07	,58
	19	,25	,08	,13	,19
	20	,45	,01	,18	,13

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,01	,00
	3	,00	,00	,01	,09	,00
	4	,00	,00	,00	,00	,00
	5	,01	,00	,06	,09	,06
	6	,00	,00	,51	,10	,02
	7	,00	,00	,06	,10	,01
	8	,03	,00	,00	,06	,44
	9	,00	,00	,00	,00	,02
	10	,00	,00	,14	,09	,02
	11	,15	,00	,01	,01	,01
	12	,15	,00	,01	,00	,01
	13	,23	,01	,01	,01	,02
	14	,00	,00	,00	,08	,12
	15	,02	,00	,17	,25	,01
	16	,23	,00	,01	,00	,08
	17	,00	,01	,00	,01	,05
	18	,09	,09	,00	,05	,07
	19	,08	,19	,00	,04	,02
	20	,00	,70	,00	,01	,06

Collinearity Diagnostics

		Variance Proportions		
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			

	6			
	7			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,02	,01	,00
	7	,18	,09	,00
	8	,01	,01	,00
	9	,53	,65	,00
	10	,00	,03	,65
	11	,02	,01	,01
	12	,00	,00	,03
	13	,01	,02	,01
	14	,00	,00	,00
	15	,00	,02	,04
	16	,06	,03	,07
	17	,00	,05	,01
	18	,03	,02	,00
	19	,02	,00	,08
	20	,11	,07	,08

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,268	,072	-,064	,090414255

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,530	,782
	Residual	,335	41	,008		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,977	1,246		13,631
	Ln Detailing flow (calls)	-,023	,060	-,115	-,387
	Ln Journal advertising flow	,001	,004	,064	,413
	Ln Mailing flow	-,005	,006	-,129	-,787
	Ln Detailing stock (calls)	-,112	,103	-,490	-1,085
	Ln Average drug price per DDD	,672	1,424	,123	,472
	Drug age	-,002	,003	-,281	-,546

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,701
	Ln Journal advertising flow	,682
	Ln Mailing flow	,436
	Ln Detailing stock (calls)	,284
	Ln Average drug price per DDD	,640
	Drug age	,588

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15,26054192	15,36314964	15,30255325	,023521621	48
Residual	-,193468034	,166562036	,000000000	,084446160	48
Std. Predicted Value	-1,786	2,576	,000	1,000	48
Std. Residual	-2,140	1,842	,000	,934	48

```
COMPUTE sq_residuals_li1=residuals_li1 ** 2.
EXECUTE.
EXAMINE VARIABLES=residuals_li1
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals LI1	48	100,0%	0	0,0%	48	100,0%

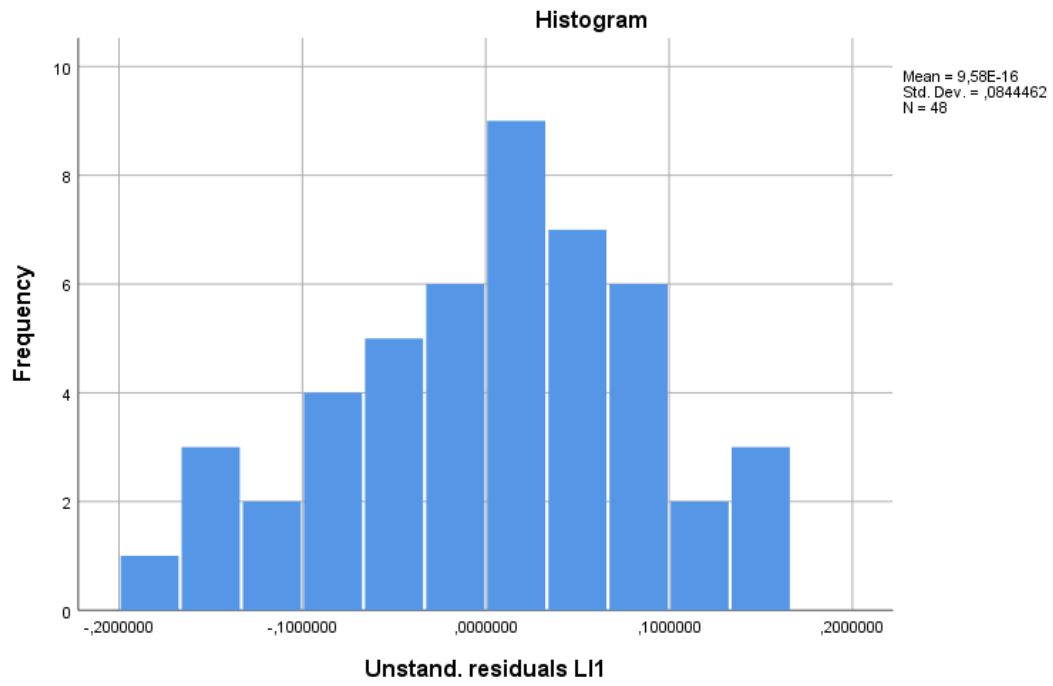
Descriptives

			Statistic	Std. Error
Unstand. residuals LI1	Mean		,000000000	,0121887533
	95% Confidence Interval for Mean	Lower Bound	-,024520609	
		Upper Bound	,024520609	
	5% Trimmed Mean		,001251273	
	Median		,014742227	
	Variance		,007	
	Std. Deviation		,0844461602	
	Minimum		-,1934680	
	Maximum		,1665620	
	Range		,3600301	
	Interquartile Range		,1058789	
	Skewness		-,316	,343
	Kurtosis		-,355	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals LI1	,090	48	,200	,978	48	,493

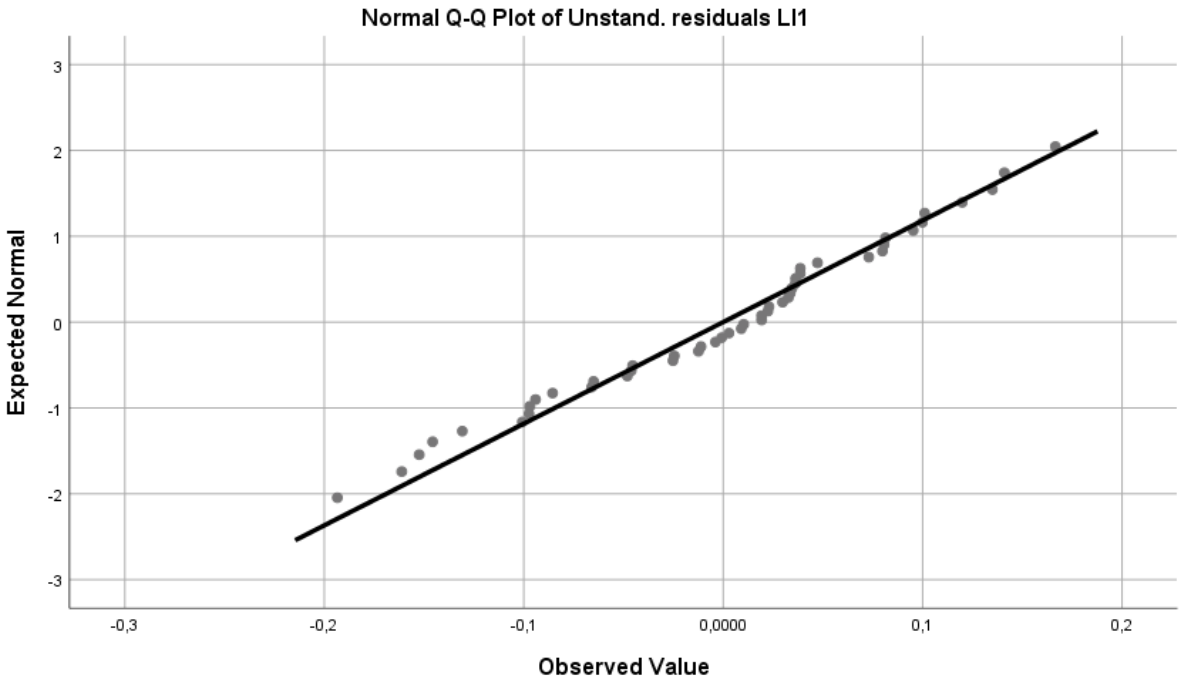
Unstand. residuals LI1

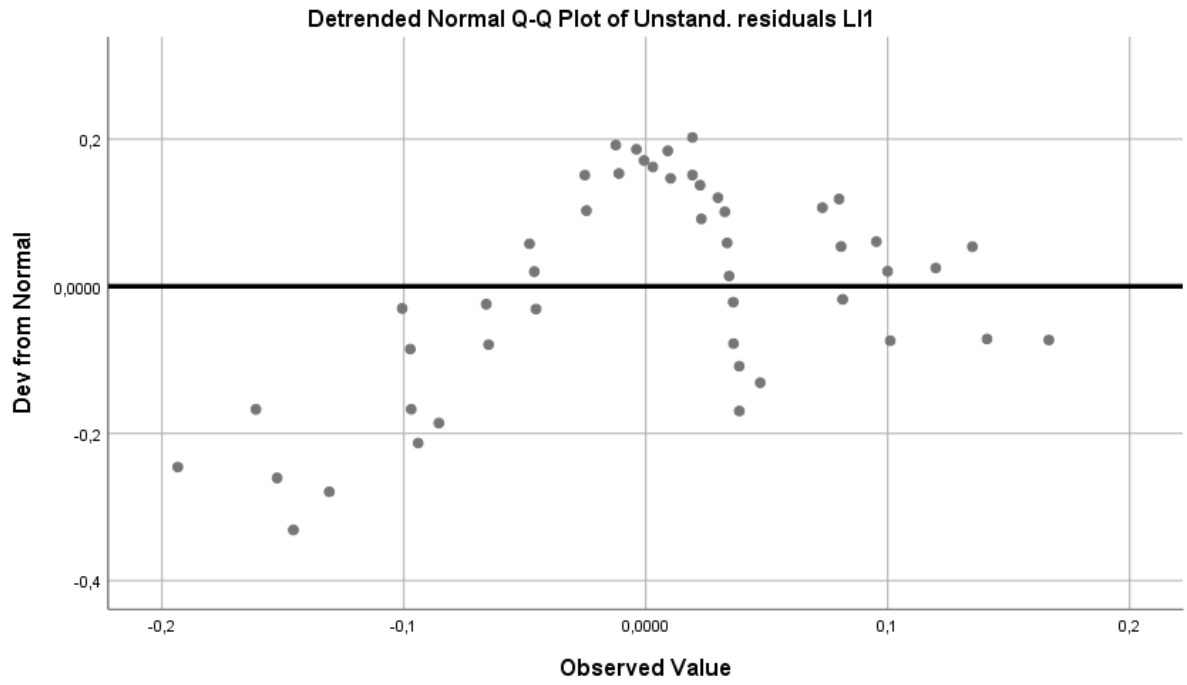


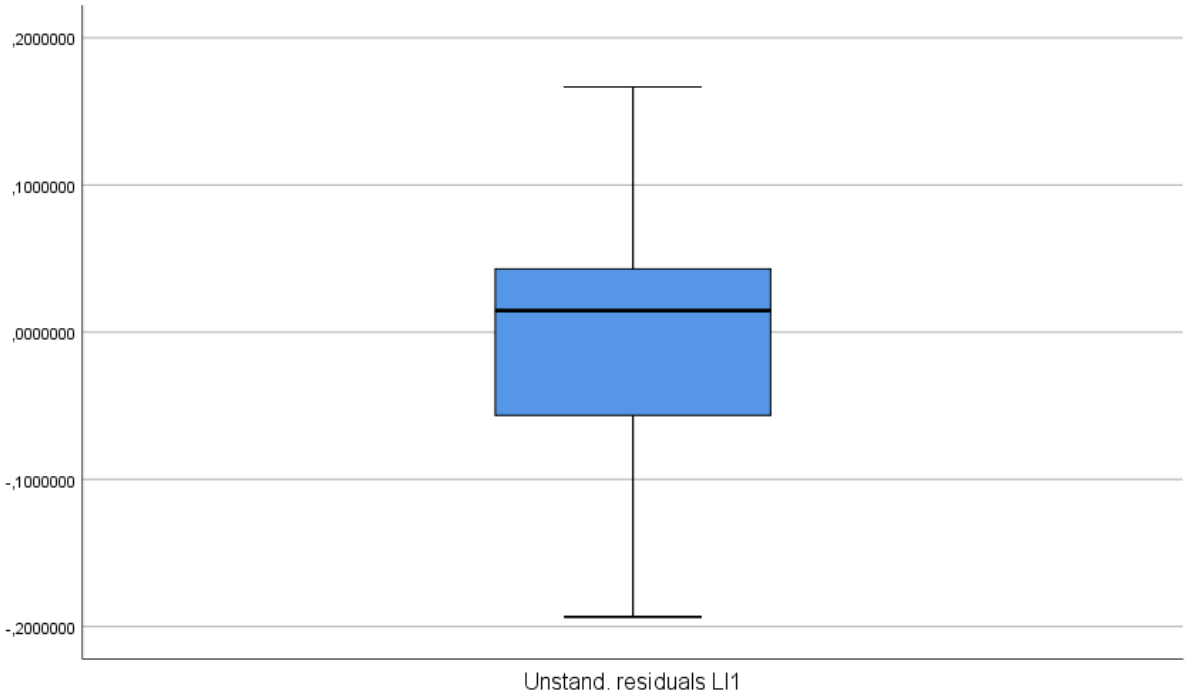
Unstand. residuals LI1 Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3,00	-1 .	569
3,00	-1 .	034
6,00	-0 .	668999
9,00	-0 .	001122444
16,00	0 .	0011122233333334
6,00	0 .	778899
4,00	1 .	0134
1,00	1 .	6

Stem width: ,1000000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_li1
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,382	,146	,021	,00871

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	6	,000	1,170	,341
	Residual	,003	41	,000		
	Total	,004	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,234	,120		-1,948
	Ln Detailing flow (calls)	,002	,006	,104	,364
	Ln Journal advertising flow	-2,203E-5	,000	-,010	-,065
	Ln Mailing flow	,001	,001	,288	1,837
	Ln Detailing stock (calls)	,016	,010	,694	1,603
	Ln Average drug price per DDD	-,115	,137	-,209	-,835
	Drug age	,000	,000	,399	,809

Coefficients

Model		Sig.
1	(Constant)	,058
	Ln Detailing flow (calls)	,718
	Ln Journal advertising flow	,949
	Ln Mailing flow	,073
	Ln Detailing stock (calls)	,117
	Ln Average drug price per DDD	,409
	Drug age	,423

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,0004	,0145	,0070	,00337	48
Residual	-,01120	,02751	,00000	,00814	48
Std. Predicted Value	-2,189	2,219	,000	1,000	48
Std. Residual	-1,285	3,157	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,268	,072	-,064	,090414255

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,530	,782
	Residual	,335	41	,008		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	16,977	1,246		13,631
	Ln Detailing flow (calls)	-,023	,060	-,115	-,387
	Ln Journal advertising flow	,001	,004	,064	,413
	Ln Mailing flow	-,005	,006	-,129	-,787
	Ln Detailing stock (calls)	-,112	,103	-,490	-1,085
	Ln Average drug price per DDD	,672	1,424	,123	,472
	Drug age	-,002	,003	-,281	-,546

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,701
	Ln Journal advertising flow	,682
	Ln Mailing flow	,436
	Ln Detailing stock (calls)	,284
	Ln Average drug price per DDD	,640
	Drug age	,588

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15,26054192	15,36314964	15,30255325	,023521621	48
Residual	-,193468034	,166562036	,000000000	,084446160	48
Std. Predicted Value	-1,786	2,576	,000	1,000	48
Std. Residual	-2,140	1,842	,000	,934	48

```
COMPUTE sq_unst_pred_li1=unstand_predi_li1 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_li1=unstand_predi_li1 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
sq_unst_pred_li1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for LI1, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,268	,072	-,064	,090411233

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,531	,782
	Residual	,335	41	,008		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	7,646	7,680		,996
	Ln Detailing flow (calls)	1,542E-5	,069	,000	,000
	Ln Journal advertising flow	-6,290E-7	,004	,000	,000
	Ln Mailing flow	2,132E-6	,007	,000	,000
	Ln Average drug price per DDD	,000	1,605	,000	,000
	Drug age	-1,090E-6	,002	,000	,000
	Squared unstand. predicted values for LI1	,033	,030	,269	1,087

Coefficients

Model		Sig.
1	(Constant)	,325
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	1,000
	Ln Mailing flow	1,000
	Ln Average drug price per DDD	1,000
	Drug age	1,000
	Squared unstand. predicted values for LI1	,284

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	286,637	,892	,378	,140	2,205E-7

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
cub_unst_pred_li1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for LI1, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,269	,072	-,064	,090408212

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,026	6	,004	,531	,781
	Residual	,335	41	,008		
	Total	,361	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10,195	5,347		1,907
	Ln Detailing flow (calls)	3,063E-5	,069	,000	,000
	Ln Journal advertising flow	-1,253E-6	,004	,000	,000
	Ln Mailing flow	4,249E-6	,007	,000	,001
	Ln Average drug price per DDD	-,001	1,604	,000	-,001
	Drug age	-2,176E-6	,002	,000	-,001
	Cubed unstand. predicted values for LI1	,001	,001	,269	1,088

Coefficients

Model		Sig.
1	(Constant)	,064
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	1,000
	Ln Mailing flow	1,000
	Ln Average drug price per DDD	1,000
	Drug age	,999
	Cubed unstand. predicted values for LI1	,283

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Detailing stock (calls)	143,081	,891	,378	,139	8,819E-7

Period 1

```
USE ALL.
COMPUTE filter_$=(product=41 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=41 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,692	,479	,218	,070640123

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,055	6	,009	1,837	,174
	Residual	,060	12	,005		
	Total	,115	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	11,423	5,553		2,057
	Ln Detailing flow (calls)	,149	,120	,462	1,241
	Ln Journal advertising flow	,010	,005	,477	2,144
	Ln Mailing flow	-,001	,009	-,037	-,154
	Ln Detailing stock (calls)	,199	,434	,435	,459
	Ln Average drug price per DDD	-1,131	1,990	-,249	-,568
	Drug age	,003	,019	,233	,172

Coefficients

Model		Sig.
1	(Constant)	,062
	Ln Detailing flow (calls)	,238
	Ln Journal advertising flow	,053
	Ln Mailing flow	,880
	Ln Detailing stock (calls)	,654
	Ln Average drug price per DDD	,580
	Drug age	,866

Period 2

```
USE ALL.
COMPUTE filter_$=(product=41 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=41 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,559	,313	,125	,087708731

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,077	6	,013	1,668	,176
	Residual	,169	22	,008		
	Total	,246	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	16,513	3,473		4,754
	Ln Detailing flow (calls)	-,041	,071	-,180	-,573
	Ln Journal advertising flow	,000	,005	,009	,047
	Ln Mailing flow	-,011	,008	-,262	-1,258
	Ln Detailing stock (calls)	-,014	,137	-,050	-,099
	Ln Average drug price per DDD	3,021	5,631	,205	,536
	Drug age	,006	,006	,575	1,036

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,572
	Ln Journal advertising flow	,963
	Ln Mailing flow	,222
	Ln Detailing stock (calls)	,922
	Ln Average drug price per DDD	,597
	Drug age	,311

12.12. Product LI2

```
USE ALL.
COMPUTE filter_$=(product=42).
VARIABLE LABELS filter_$ 'product=42 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Competitive global marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age^2, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,821	,674	,453	,054040483	,674	3,047

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,004

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq ipad_tablet laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,821	,674	,472	,053102952	,674	3,331
2	,821	,674	,453	,054040483	,000	,003

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,002
2	1	28	,960

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	18	,009	3,331	,002
	Residual	,082	29	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,796	5,524		3,945	,000
	Ln Sales in DDDs lagged one period	-,599	,168	-,617	-3,574	,001
	Ln Sales in DDDs lagged two periods	-,382	,158	-,384	-2,410	,023
	Ln Detailing flow (calls)	,007	,021	,056	,313	,757
	Ln Journal advertising flow	-,002	,003	-,096	-,751	,459
	Ln Mailing flow	-,021	,015	-,237	-1,435	,162

	Ln Detailing stock (calls)	,058	,068	,154	,858	,398
	Ln Other marketing expenditures stock	-,013	,017	-,126	-,763	,452
	Ln Competitive global marketing expenditures stock	,104	,101	,282	1,029	,312
	Ln Average drug price per DDD	1,505	2,193	,379	,686	,498
	Ln Average competitors price per DDD	,406	,177	2,329	2,294	,029
	Drug age	,027	,033	5,142	,810	,424
	Drug age^2	-9,043E-5	,000	-3,628	-,690	,496
	Ipad / Tablet (% of times used in calls)	,144	,160	,141	,901	,375
	Laptop based materials (% of times used in calls)	,221	,296	,104	,745	,462
	Printed material (% of times used in calls)	,087	,087	,184	1,004	,324
	Very useful (% of calls)	-,105	,121	-,175	-,871	,391
	Increase / Will begin to prescribe (% of calls)	-,016	,126	-,029	-,130	,897
	Ln Avg number of products presented during the calls	-,082	,076	-,142	-1,084	,287
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,009	,050	,960	,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,330

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq ipad_tablet laptop
    printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,821	,674	,489	,052225681	,674	3,645
2	,821	,674	,453	,054040483	,000	,009

Model Summary

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	17	30	,001
2	2	28	,991

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	17	,010	3,645	,001
	Residual	,082	30	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	21,780	5,432		4,010	,000
	Ln Sales in DDDs lagged one period	-,595	,163	-,614	-3,658	,001
	Ln Sales in DDDs lagged two periods	-,381	,156	-,383	-2,447	,020
	Ln Detailing flow (calls)	,006	,019	,047	,289	,774
	Ln Journal advertising flow	-,002	,003	-,094	-,756	,456
	Ln Mailing flow	-,021	,014	-,243	-1,545	,133
	Ln Detailing stock (calls)	,059	,067	,156	,879	,386
	Ln Other marketing expenditures stock	-,013	,017	-,123	-,765	,450
	Ln Competitive global marketing expenditures stock	,104	,100	,280	1,042	,306
	Ln Average drug price per DDD	1,512	2,156	,381	,701	,489
	Ln Average competitors price per DDD	,404	,173	2,319	2,329	,027
	Drug age	,026	,032	4,995	,813	,423
	Drug age^2	-8,692E-5	,000	-3,487	-,689	,496
	Ipad / Tablet (% of times used in calls)	,143	,157	,139	,910	,370
	Laptop based materials (% of times used in calls)	,208	,274	,098	,758	,455
	Printed material (% of times used in calls)	,091	,081	,192	1,126	,269
	Very useful (% of calls)	-,116	,089	-,192	-1,304	,202
	Ln Avg number of products presented during the calls	-,081	,074	-,140	-1,094	,283
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049

	Drug age	,027	,034	5,181	,796	,433
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,011	,060	,953	,011
	Increase / Will begin to prescribe (% of calls)	-,029	-,130	,897	-,024

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,332
	Increase / Will begin to prescribe (% of calls)	,227

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
ipad_tablet laptop printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age
2	Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,818	,669	,498	,051780844	,669	3,910
2	,821	,674	,453	,054040483	,005	,154

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,001
2	3	28	,926

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,168	16	,010	3,910	,001
	Residual	,083	31	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,962	4,375		5,477	,000
	Ln Sales in DDDs lagged one period	-,592	,161	-,610	-3,670	,001
	Ln Sales in DDDs lagged two periods	-,375	,154	-,378	-2,435	,021
	Ln Detailing flow (calls)	,007	,019	,059	,371	,713
	Ln Journal advertising flow	-,002	,003	-,094	-,759	,454
	Ln Mailing flow	-,020	,014	-,230	-1,485	,148
	Ln Detailing stock (calls)	,067	,065	,178	1,028	,312
	Ln Other marketing expenditures stock	-,017	,015	-,161	-1,075	,291
	Ln Competitive global marketing expenditures stock	,069	,085	,187	,811	,423
	Ln Average drug price per DDD	,679	1,769	,171	,384	,704
	Ln Average competitors price per DDD	,311	,109	1,789	2,859	,008
	Drug age	,004	,004	,798	1,051	,301
	Ipad / Tablet (% of times used in calls)	,145	,156	,142	,935	,357
	Laptop based materials (% of times used in calls)	,282	,249	,133	1,131	,267

	Printed material (% of times used in calls)	,098	,079	,207	1,235	,226
	Very useful (% of calls)	-,111	,088	-,184	-1,265	,215
	Ln Avg number of products presented during the calls	-,095	,070	-,165	-1,352	,186
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,002	,013	,989	,002
	Drug age^2	-3,487	-,689	,496	-,125
	Increase / Will begin to prescribe (% of calls)	,002	,012	,991	,002

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,333
	Drug age^2	,000
	Increase / Will begin to prescribe (% of calls)	,237

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age ipad_tablet laptop printed
very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ipad / Tablet (% of times used in calls), Ln Detailing stock (calls), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD
2	Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,813	,662	,503	,051503778	,662	4,171
2	,821	,674	,453	,054040483	,012	,267

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	4	28	,897

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,166	15	,011	4,171	,000
	Residual	,085	32	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	25,901	3,645		7,106	,000
	Ln Sales in DDDs lagged one period	-,614	,158	-,633	-3,889	,000
	Ln Sales in DDDs lagged two periods	-,402	,150	-,405	-2,682	,011
	Ln Detailing flow (calls)	,007	,019	,056	,355	,725
	Ln Journal advertising flow	-,003	,003	-,112	-,925	,362
	Ln Mailing flow	-,019	,013	-,213	-1,396	,172
	Ln Detailing stock (calls)	,068	,065	,182	1,058	,298
	Ln Other marketing expenditures stock	-,019	,015	-,185	-1,266	,215
	Ln Average drug price per DDD	,559	1,753	,141	,319	,752
	Ln Average competitors price per DDD	,248	,076	1,426	3,273	,003
	Drug age	,002	,003	,333	,672	,506
	Ipad / Tablet (% of times used in calls)	,107	,148	,105	,728	,472
	Laptop based materials (% of times used in calls)	,272	,248	,129	1,099	,280
	Printed material (% of times used in calls)	,088	,078	,185	1,125	,269
	Very useful (% of calls)	-,083	,080	-,138	-1,034	,309
	Ln Avg number of products presented during the calls	-,101	,070	-,175	-1,451	,156
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503

	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,006	-,035	,972	-,006
	Ln Competitive global marketing expenditures stock	,187	,811	,423	,144
	Drug age^2	-,838	-,191	,850	-,034
	Increase / Will begin to prescribe (% of calls)	-,009	-,040	,968	-,007

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,335
	Ln Competitive global marketing expenditures stock	,201
	Drug age^2	,001
	Increase / Will begin to prescribe (% of calls)	,238

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age laptop printed very_useful
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Very useful (% of calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD
2	Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,810	,656	,510	,051135247	,656	4,496
2	,821	,674	,453	,054040483	,018	,309

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	5	28	,903

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,165	14	,012	4,496	,000
	Residual	,086	33	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,301	3,578		7,352	,000
	Ln Sales in DDDs lagged one period	-,637	,154	-,657	-4,142	,000
	Ln Sales in DDDs lagged two periods	-,408	,149	-,411	-2,745	,010
	Ln Detailing flow (calls)	,008	,019	,066	,420	,677
	Ln Journal advertising flow	-,003	,003	-,112	-,937	,356
	Ln Mailing flow	-,018	,013	-,202	-1,342	,189
	Ln Detailing stock (calls)	,073	,064	,194	1,147	,260
	Ln Other marketing expenditures stock	-,020	,015	-,192	-1,321	,195
	Ln Average drug price per DDD	,498	1,739	,125	,286	,777
	Ln Average competitors price per DDD	,238	,074	1,364	3,215	,003
	Drug age	,002	,003	,306	,624	,537
	Laptop based materials (% of times used in calls)	,290	,245	,137	1,182	,246
	Printed material (% of times used in calls)	,078	,076	,166	1,026	,312
	Very useful (% of calls)	-,072	,078	-,119	-,917	,366
	Ln Avg number of products presented during the calls	-,095	,069	-,165	-1,384	,176
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410

	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,015	,083	,934	,015
	Ln Competitive global marketing expenditures stock	,122	,556	,582	,098
	Drug age^2	-1,363	-,319	,752	-,056
	Ipad / Tablet (% of times used in calls)	,105	,728	,472	,128
	Increase / Will begin to prescribe (% of calls)	,006	,029	,977	,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,344
	Ln Competitive global marketing expenditures stock	,221
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,509
	Increase / Will begin to prescribe (% of calls)	,240

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age laptop printed
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
```

```
laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Drug age, Ln Average competitors price per DDD, Ln Average drug price per DDD
2	Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,805	,647	,512	,051015014	,647	4,799
2	,821	,674	,453	,054040483	,027	,383

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	6	28	,883

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,162	13	,012	4,799	,000
	Residual	,088	34	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,668	3,547		7,519	,000
	Ln Sales in DDDs lagged one period	-,638	,153	-,658	-4,158	,000
	Ln Sales in DDDs lagged two periods	-,429	,146	-,432	-2,927	,006
	Ln Detailing flow (calls)	,000	,017	,001	,009	,993
	Ln Journal advertising flow	-,003	,003	-,126	-1,061	,296

	Ln Mailing flow	-,017	,013	-,192	-1,279	,209
	Ln Detailing stock (calls)	,059	,062	,157	,957	,345
	Ln Other marketing expenditures stock	-,019	,015	-,183	-1,270	,213
	Ln Average drug price per DDD	,649	1,727	,163	,376	,709
	Ln Average competitors price per DDD	,237	,074	1,362	3,219	,003
	Drug age	,001	,003	,242	,501	,620
	Laptop based materials (% of times used in calls)	,319	,242	,151	1,318	,196
	Printed material (% of times used in calls)	,080	,076	,169	1,051	,301
	Ln Avg number of products presented during the calls	-,107	,067	-,186	-1,595	,120
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,031	,176	,862	,031
	Ln Competitive global marketing expenditures stock	,045	,217	,829	,038
	Drug age^2	-1,764	-,416	,680	-,072
	Ipad / Tablet (% of times used in calls)	,076	,537	,595	,093
	Very useful (% of calls)	-,119	-,917	,366	-,158

	Increase / Will begin to prescribe (% of calls)	-,092	-,613	,544	-,106

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,348
	Ln Competitive global marketing expenditures stock	,250
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,529
	Very useful (% of calls)	,621
	Increase / Will begin to prescribe (% of calls)	,466

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age laptop avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Very useful (% of calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,797	,636	,511	,051091539	,636	5,092
2	,821	,674	,453	,054040483	,038	,469

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,000
2	7	28	,848

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,159	12	,013	5,092	,000
	Residual	,091	35	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	27,753	3,398		8,167	,000
	Ln Sales in DDDs lagged one period	-,658	,152	-,678	-4,314	,000
	Ln Sales in DDDs lagged two periods	-,422	,147	-,424	-2,878	,007
	Ln Detailing flow (calls)	,006	,016	,051	,384	,703
	Ln Journal advertising flow	-,003	,003	-,106	-,903	,373
	Ln Mailing flow	-,010	,011	-,113	-,868	,391
	Ln Detailing stock (calls)	,060	,062	,158	,962	,342
	Ln Other marketing expenditures stock	-,019	,015	-,180	-1,246	,221
	Ln Average drug price per DDD	-,664	1,194	-,167	-,556	,582
	Ln Average competitors price per DDD	,260	,070	1,495	3,695	,001
	Drug age	,000	,002	,072	,158	,876
	Laptop based materials (% of times used in calls)	,269	,238	,127	1,131	,266
	Ln Avg number of products presented during the calls	-,088	,065	-,152	-1,359	,183
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960

	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,079	,473	,640	,081
	Ln Competitive global marketing expenditures stock	,021	,103	,919	,018
	Drug age^2	-2,429	-,582	,564	-,099
	Ipad / Tablet (% of times used in calls)	,050	,356	,724	,061
	Printed material (% of times used in calls)	,169	1,051	,301	,177
	Very useful (% of calls)	-,122	-,941	,353	-,159
	Increase / Will begin to prescribe (% of calls)	-,124	-,852	,400	-,145

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,380
	Ln Competitive global marketing expenditures stock	,253
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,544
	Printed material (% of times used in calls)	,400
	Very useful (% of calls)	,621
	Increase / Will begin to prescribe (% of calls)	,496

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,789	,622	,507	,051289222	,622	5,397
2	,821	,674	,453	,054040483	,052	,553

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	8	28	,806

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,156	11	,014	5,397	,000
	Residual	,095	36	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27,098	3,362		8,061	,000
	Ln Sales in DDDs lagged one period	-,641	,152	-,661	-4,209	,000
	Ln Sales in DDDs lagged two periods	-,389	,144	-,391	-2,697	,011
	Ln Detailing flow (calls)	,007	,016	,062	,473	,639
	Ln Journal advertising flow	-,002	,003	-,077	-,668	,508
	Ln Mailing flow	-,009	,012	-,106	-,815	,420
	Ln Detailing stock (calls)	,070	,061	,186	1,142	,261
	Ln Other marketing expenditures stock	-,018	,015	-,174	-1,200	,238

	Ln Average drug price per DDD	-,842	1,188	-,212	-,708	,483
	Ln Average competitors price per DDD	,262	,071	1,507	3,713	,001
	Drug age	,001	,002	,109	,240	,812
	Ln Avg number of products presented during the calls	-,094	,065	-,163	-1,450	,156
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	,020	,125	,901	,021
	Ln Competitive global marketing expenditures stock	-,001	-,004	,997	-,001
	Drug age^2	-3,698	-,957	,345	-,160
	Ipad / Tablet (% of times used in calls)	,065	,467	,643	,079
	Laptop based materials (% of times used in calls)	,127	1,131	,266	,188
	Printed material (% of times used in calls)	,127	,798	,430	,134
	Very useful (% of calls)	-,139	-1,080	,288	-,180
	Increase / Will begin to prescribe (% of calls)	-,068	-,480	,634	-,081

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,416
	Ln Competitive global marketing expenditures stock	,255
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,550
	Laptop based materials (% of times used in calls)	,826
	Printed material (% of times used in calls)	,417
	Very useful (% of calls)	,632
	Increase / Will begin to prescribe (% of calls)	,542

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    avg_comp_price_ddd drug_age avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Mailing flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,779	,607	,501	,051593881	,607	5,724
2	,821	,674	,453	,054040483	,067	,636

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	37	,000
2	9	28	,757

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,152	10	,015	5,724	,000
	Residual	,098	37	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,773	3,371		7,943	,000
	Ln Sales in DDDs lagged one period	-,607	,151	-,626	-4,032	,000
	Ln Sales in DDDs lagged two periods	-,360	,143	-,363	-2,518	,016
	Ln Detailing flow (calls)	,003	,016	,029	,222	,826
	Ln Journal advertising flow	-,001	,003	-,056	-,486	,630
	Ln Mailing flow	-,009	,012	-,101	-,771	,446
	Ln Detailing stock (calls)	,042	,057	,111	,734	,468
	Ln Average drug price per DDD	-1,246	1,147	-,314	-1,087	,284
	Ln Average competitors price per DDD	,221	,062	1,269	3,561	,001
	Drug age	-,001	,002	-,193	-,503	,618
	Ln Avg number of products presented during the calls	-,092	,065	-,160	-1,417	,165
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473

	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,032	-,206	,838	-,034
	Ln Other marketing expenditures stock	-,174	-1,200	,238	-,196
	Ln Competitive global marketing expenditures stock	,044	,215	,831	,036
	Drug age^2	-4,407	-1,160	,254	-,190
	Ipad / Tablet (% of times used in calls)	,076	,546	,589	,091
	Laptop based materials (% of times used in calls)	,122	1,077	,289	,177
	Printed material (% of times used in calls)	,125	,778	,442	,129
	Very useful (% of calls)	-,128	-,988	,330	-,163
	Increase / Will begin to prescribe (% of calls)	-,040	-,282	,779	-,047

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,450
	Ln Other marketing expenditures stock	,499
	Ln Competitive global marketing expenditures stock	,264
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,552
	Laptop based materials (% of times used in calls)	,827
	Printed material (% of times used in calls)	,417
	Very useful (% of calls)	,635
	Increase / Will begin to prescribe (% of calls)	,556

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    avg_comp_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,766	,586	,488	,052274263	,586	5,978
2	,821	,674	,453	,054040483	,088	,756

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,668

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,147	9	,016	5,978	,000
	Residual	,104	38	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,916	3,413		7,885	,000
	Ln Sales in DDDs lagged one period	-,604	,153	-,622	-3,957	,000
	Ln Sales in DDDs lagged two periods	-,374	,145	-,376	-2,586	,014
	Ln Detailing flow (calls)	,009	,015	,079	,622	,538
	Ln Journal advertising flow	-,002	,003	-,068	-,585	,562
	Ln Mailing flow	-,010	,012	-,110	-,833	,410
	Ln Detailing stock (calls)	,037	,058	,099	,647	,521
	Ln Average drug price per DDD	-1,425	1,155	-,359	-1,235	,225

	Ln Average competitors price per DDD	,234	,062	1,341	3,752	,001
	Drug age	-,001	,002	-,116	-,302	,764
2	(Constant)	21,737	5,742		3,786	,001
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049
	Drug age	,027	,034	5,181	,796	,433
	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures flow	-,022	-,138	,891	-,023
	Ln Other marketing expenditures stock	-,170	-1,154	,256	-,186
	Ln Competitive global marketing expenditures stock	,067	,326	,746	,054
	Drug age^2	-5,189	-1,378	,177	-,221
	Ipad / Tablet (% of times used in calls)	,054	,385	,702	,063
	Laptop based materials (% of times used in calls)	,134	1,177	,247	,190
	Printed material (% of times used in calls)	,054	,342	,734	,056
	Very useful (% of calls)	-,159	-1,250	,219	-,201
	Increase / Will begin to prescribe (% of calls)	-,025	-,179	,859	-,029
	Ln Avg number of products presented during the calls	-,160	-1,417	,165	-,227

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	,451
	Ln Other marketing expenditures stock	,499
	Ln Competitive global marketing expenditures stock	,266
	Drug age^2	,001
	Ipad / Tablet (% of times used in calls)	,559
	Laptop based materials (% of times used in calls)	,833
	Printed material (% of times used in calls)	,453
	Very useful (% of calls)	,663
	Increase / Will begin to prescribe (% of calls)	,559
	Ln Avg number of products presented during the calls	,832

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
det_stock avg_price_ddd
    avg_comp_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq ipad_tablet
    laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD
2	Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,766	,586	,488	,052274263	,586	5,978
2	,821	,674	,453	,054040483	,088	,756

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	10	28	,668

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,147	9	,016	5,978	,000
	Residual	,104	38	,003		
	Total	,251	47			
2	Regression	,169	19	,009	3,047	,004
	Residual	,082	28	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	26,916	3,413		7,885	,000		
	Ln Sales in DDDs lagged one period	-,604	,153	-,622	-3,957	,000	,441	2,269
	Ln Sales in DDDs lagged two periods	-,374	,145	-,376	-2,586	,014	,514	1,944
	Ln Detailing flow (calls)	,009	,015	,079	,622	,538	,681	1,468
	Ln Journal advertising flow	-,002	,003	-,068	-,585	,562	,815	1,227
	Ln Mailing flow	-,010	,012	-,110	-,833	,410	,620	1,612
	Ln Detailing stock (calls)	,037	,058	,099	,647	,521	,463	2,159
	Ln Average drug price per DDD	-1,425	1,155	-,359	-1,235	,225	,129	7,754
	Ln Average competitors price per DDD	,234	,062	1,341	3,752	,001	,085	11,731
	Drug age	-,001	,002	-,116	-,302	,764	,074	13,579
2	(Constant)	21,737	5,742		3,786	,001		
	Ln Sales in DDDs lagged one period	-,598	,171	-,617	-3,504	,002	,376	2,660
	Ln Sales in DDDs lagged two periods	-,382	,161	-,384	-2,363	,025	,441	2,269
	Ln Detailing flow (calls)	,007	,022	,057	,311	,758	,345	2,899
	Ln Journal advertising flow	-,002	,003	-,096	-,739	,466	,694	1,442
	Ln Mailing flow	-,021	,015	-,237	-1,406	,171	,410	2,438
	Ln Detailing stock (calls)	,059	,070	,156	,837	,410	,334	2,991
	Ln Average drug price per DDD	1,492	2,247	,376	,664	,512	,036	27,476
	Ln Average competitors price per DDD	,410	,199	2,353	2,063	,049	,009	111,840
	Drug age	,027	,034	5,181	,796	,433	,000	3636,422

	Ln Competitive global marketing expenditures flow	,002	,044	,009	,050	,960	,330	3,027
	Ln Other marketing expenditures stock	-,013	,018	-,128	-,738	,467	,387	2,581
	Ln Competitive global marketing expenditures stock	,105	,104	,283	1,012	,320	,149	6,706
	Drug age^2	-9,078E-5	,000	-3,642	-,679	,503	,000	2469,795
	Ipad / Tablet (% of times used in calls)	,143	,165	,140	,869	,392	,451	2,220
	Laptop based materials (% of times used in calls)	,224	,307	,106	,728	,473	,553	1,809
	Printed material (% of times used in calls)	,086	,092	,182	,935	,358	,308	3,249
	Very useful (% of calls)	-,105	,123	-,174	-,855	,400	,280	3,576
	Increase / Will begin to prescribe (% of calls)	-,016	,129	-,028	-,124	,902	,226	4,428
	Ln Avg number of products presented during the calls	-,081	,078	-,141	-1,039	,308	,632	1,583

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures flow	-,022	-,138	,891	-,023	,451
	Ln Other marketing expenditures stock	-,170	-1,154	,256	-,186	,499
	Ln Competitive global marketing expenditures stock	,067	,326	,746	,054	,266
	Drug age^2	-5,189	-1,378	,177	-,221	,001
	Ipad / Tablet (% of times used in calls)	,054	,385	,702	,063	,559
	Laptop based materials (% of times used in calls)	,134	1,177	,247	,190	,833
	Printed material (% of times used in calls)	,054	,342	,734	,056	,453
	Very useful (% of calls)	-,159	-1,250	,219	-,201	,663
	Increase / Will begin to prescribe (% of calls)	-,025	-,179	,859	-,029	,559
	Ln Avg number of products presented during the calls	-,160	-1,417	,165	-,227	,832

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Competitive global marketing expenditures flow	2,217	,044
	Ln Other marketing expenditures stock	2,005	,051
	Ln Competitive global marketing expenditures stock	3,756	,027
	Drug age^2	1333,326	,001
	Ipad / Tablet (% of times used in calls)	1,790	,074
	Laptop based materials (% of times used in calls)	1,201	,073
	Printed material (% of times used in calls)	2,209	,061

	Very useful (% of calls)	1,509	,073
	Increase / Will begin to prescribe (% of calls)	1,789	,073
	Ln Avg number of products presented during the calls	1,202	,072

Collinearity Diagnostics

				Variance Proportions		
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	7,389	1,000	,00	,00	,00
	2	1,230	2,451	,00	,00	,00
	3	,827	2,990	,00	,00	,00
	4	,546	3,677	,00	,00	,00
	5	,006	34,542	,00	,00	,00
	6	,001	73,577	,00	,00	,00
	7	,000	171,898	,00	,00	,00
	8	6,499E-5	337,179	,01	,03	,04
	9	2,462E-5	547,823	,00	,29	,30
	10	3,381E-6	1478,330	,99	,69	,66
2	1	15,842	1,000	,00	,00	,00
	2	1,480	3,271	,00	,00	,00
	3	,879	4,246	,00	,00	,00
	4	,711	4,722	,00	,00	,00
	5	,556	5,339	,00	,00	,00
	6	,230	8,301	,00	,00	,00
	7	,132	10,968	,00	,00	,00
	8	,096	12,849	,00	,00	,00
	9	,037	20,711	,00	,00	,00
	10	,025	25,332	,00	,00	,00
	11	,007	47,769	,00	,00	,00
	12	,003	68,023	,00	,00	,00
	13	,002	85,136	,00	,00	,00
	14	,000	236,555	,00	,00	,00
	15	,000	361,608	,00	,00	,01
	16	4,870E-5	570,363	,00	,00	,02
	17	3,700E-5	654,335	,00	,06	,02
	18	2,195E-5	849,635	,00	,24	,30
	19	5,094E-6	1763,514	,02	,45	,42
	20	1,375E-6	3394,049	,98	,26	,23

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,11	,19	,00	,00
	3	,00	,23	,41	,00	,00
	4	,00	,54	,05	,00	,00
	5	,65	,06	,00	,00	,00
	6	,34	,00	,01	,01	,01
	7	,00	,00	,01	,84	,07
	8	,00	,02	,28	,13	,90
	9	,01	,02	,01	,02	,00
	10	,01	,01	,04	,00	,02
2	1	,00	,00	,00	,00	,00
	2	,00	,06	,05	,00	,00
	3	,00	,06	,35	,00	,00
	4	,00	,18	,00	,00	,00

	5	,00	,48	,01	,00	,00
	6	,00	,00	,01	,00	,00
	7	,00	,04	,01	,00	,00
	8	,00	,00	,01	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,01	,02	,00	,00
	11	,06	,03	,02	,00	,00
	12	,20	,00	,02	,00	,00
	13	,56	,01	,01	,00	,00
	14	,00	,00	,00	,39	,00
	15	,06	,01	,00	,50	,01
	16	,03	,04	,04	,00	,19
	17	,03	,03	,39	,07	,33
	18	,06	,00	,01	,03	,05
	19	,00	,03	,02	,00	,13
	20	,00	,01	,02	,01	,29

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00	,00			
	2	,02	,00			
	3	,01	,00			
	4	,06	,00			
	5	,09	,04			
	6	,65	,58			
	7	,00	,00			
	8	,00	,35			
	9	,00	,00			
	10	,16	,02			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,05	,00	,00	,00	,00
	12	,00	,00	,00	,31	,00
	13	,02	,00	,00	,34	,00
	14	,03	,00	,31	,00	,00
	15	,04	,00	,60	,22	,04
	16	,18	,00	,05	,01	,37
	17	,00	,02	,00	,03	,07
	18	,00	,00	,00	,00	,01
	19	,25	,43	,00	,00	,03
	20	,40	,55	,03	,08	,48

Collinearity Diagnostics

Model	Dimension	Variance Proportions

		Drug age^2	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,01	,00	,00
	3	,00	,01	,00	,00	,00
	4	,00	,02	,27	,00	,00
	5	,00	,01	,29	,00	,00
	6	,00	,55	,01	,00	,01
	7	,00	,14	,00	,02	,13
	8	,00	,07	,01	,30	,01
	9	,00	,01	,05	,02	,19
	10	,00	,04	,01	,00	,24
	11	,00	,00	,12	,02	,21
	12	,00	,00	,01	,00	,04
	13	,00	,00	,01	,02	,00
	14	,00	,00	,08	,00	,02
	15	,00	,05	,01	,05	,00
	16	,01	,02	,01	,08	,04
	17	,05	,01	,04	,36	,03
	18	,00	,01	,01	,07	,00
	19	,47	,02	,01	,05	,05
	20	,47	,03	,07	,01	,04

Collinearity Diagnostics

		Variance Proportions	
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
2	1	,00	,00
	2	,00	,00
	3	,00	,00
	4	,00	,00
	5	,00	,00
	6	,00	,00
	7	,04	,00

	8	,02	,00
	9	,11	,33
	10	,24	,33
	11	,42	,06
	12	,00	,07
	13	,08	,03
	14	,00	,00
	15	,01	,01
	16	,00	,06
	17	,02	,04
	18	,01	,00
	19	,05	,03
	20	,00	,04

```
USE ALL.
COMPUTE filter_$=(product=42).
VARIABLE LABELS filter_$ 'product=42 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761	,579	,492	,052068197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,691	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	26,458	3,356		7,885
	Ln Sales in DDDs lagged one period	-,564	,144	-,581	-3,908
	Ln Sales in DDDs lagged two periods	-,350	,141	-,352	-2,479
	Ln Detailing flow (calls)	,010	,015	,080	,634
	Ln Journal advertising flow	-,001	,003	-,056	-,489
	Ln Detailing stock (calls)	,031	,057	,081	,538
	Ln Average drug price per DDD	-1,903	,998	-,479	-1,906
	Ln Average competitors price per DDD	,232	,062	1,331	3,739
	Drug age	-,001	,002	-,186	-,499

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,018
	Ln Detailing flow (calls)	,530
	Ln Journal advertising flow	,627
	Ln Detailing stock (calls)	,594
	Ln Average drug price per DDD	,064
	Ln Average competitors price per DDD	,001
	Drug age	,621

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21687317	13,44007111	13,31006298	,055567722	48
Residual	-,094814993	,094252281	,000000000	,047430304	48
Std. Predicted Value	-1,677	2,340	,000	1,000	48
Std. Residual	-1,821	1,810	,000	,911	48

```
EXAMINE VARIABLES=residuals_li2
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals LI2	48	100,0%	0	0,0%	48	100,0%

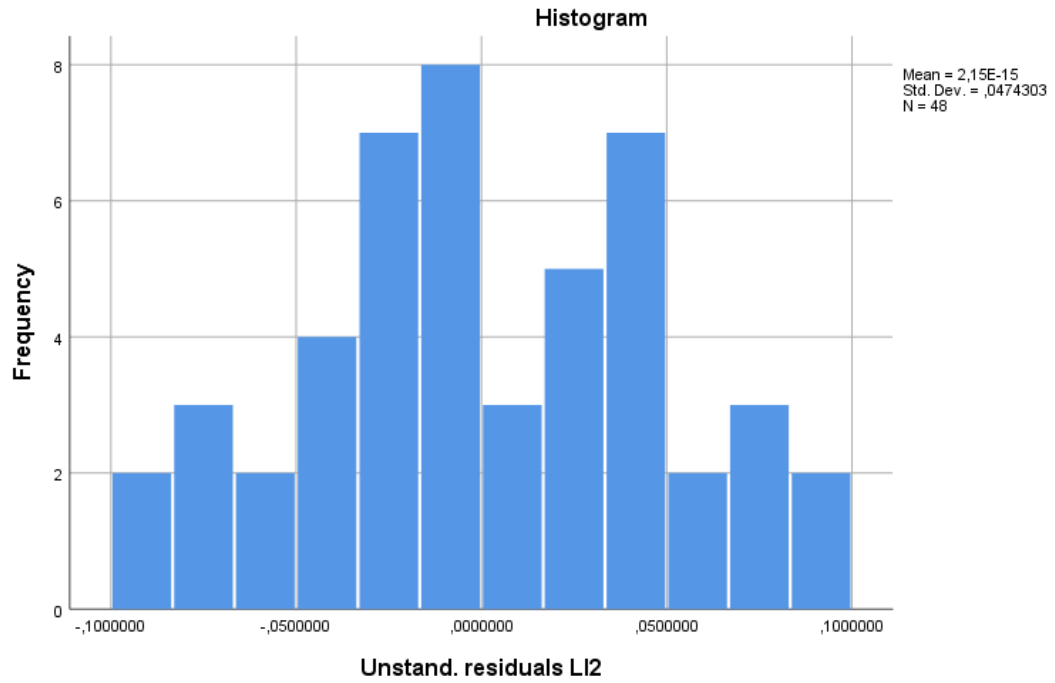
Descriptives

			Statistic	Std. Error
Unstand. residuals LI2	Mean		,000000000	,0068459747
	95% Confidence Interval for Mean	Lower Bound	-,013772325	
		Upper Bound	,013772325	
	5% Trimmed Mean		,000214268	
	Median		-,002153457	
	Variance		,002	
	Std. Deviation		,0474303043	
	Minimum		-,0948150	
	Maximum		,0942523	
	Range		,1890673	
	Interquartile Range		,0724299	
	Skewness		-,037	,343
	Kurtosis		-,572	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals LI2	,067	48	,200	,984	48	,767

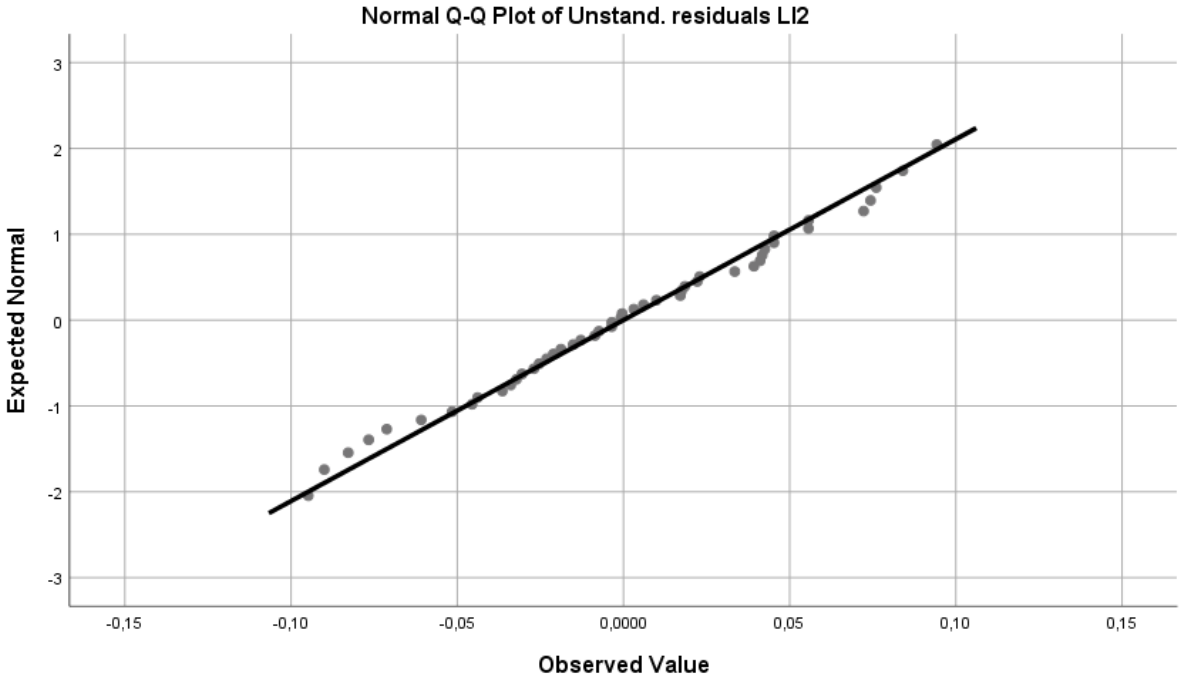
Unstand. residuals LI2

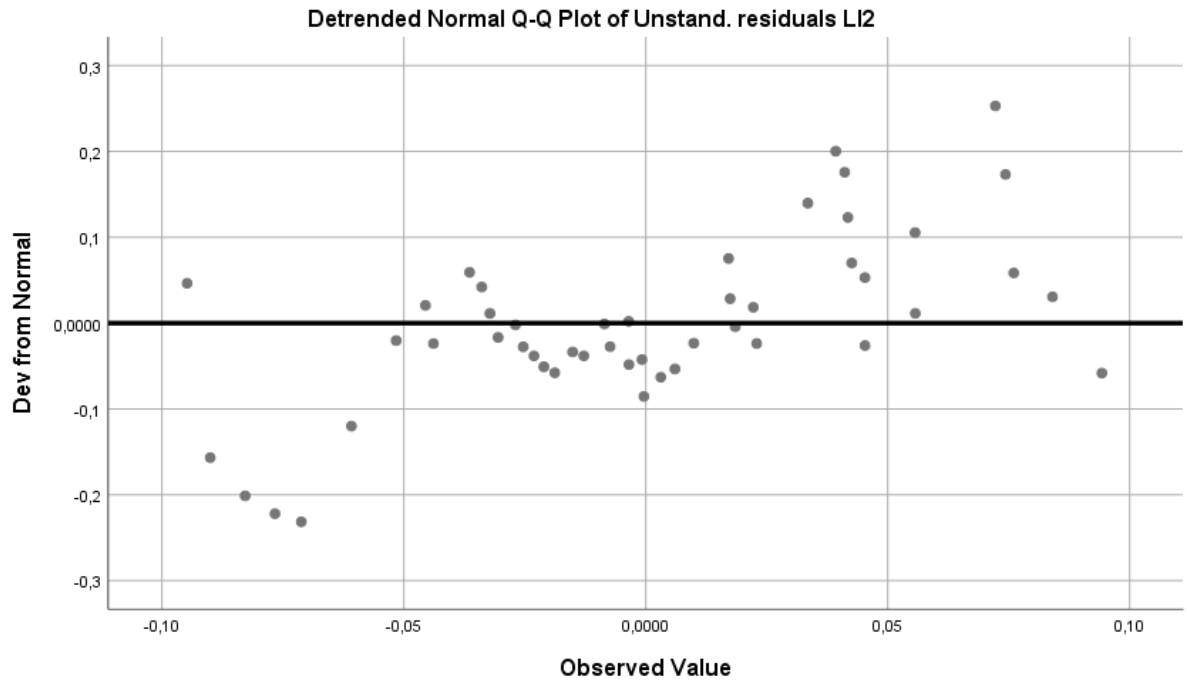


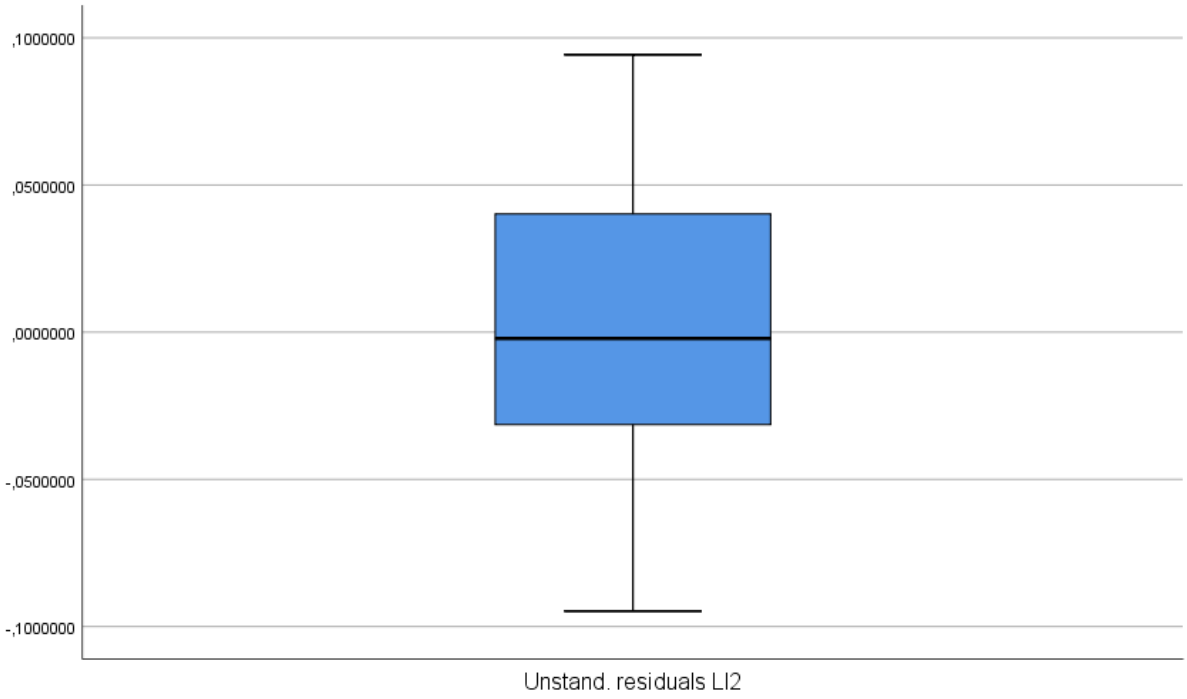
Unstand. residuals LI2 Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3,00	-0 .	899
3,00	-0 .	677
3,00	-0 .	445
8,00	-0 .	22223333
9,00	-0 .	000000111
6,00	0 .	000111
4,00	0 .	2233
7,00	0 .	4444455
3,00	0 .	777
2,00	0 .	89

Stem width: ,1000000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761	,579	,492	,052068197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,691	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	26,458	3,356		7,885
	Ln Sales in DDDs lagged one period	-,564	,144	-,581	-3,908
	Ln Sales in DDDs lagged two periods	-,350	,141	-,352	-2,479
	Ln Detailing flow (calls)	,010	,015	,080	,634
	Ln Journal advertising flow	-,001	,003	-,056	-,489
	Ln Detailing stock (calls)	,031	,057	,081	,538
	Ln Average drug price per DDD	-1,903	,998	-,479	-1,906
	Ln Average competitors price per DDD	,232	,062	1,331	3,739
	Drug age	-,001	,002	-,186	-,499

Coefficients

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,000		
	Ln Sales in DDDs lagged one period	,000	,489	2,045
	Ln Sales in DDDs lagged two periods	,018	,536	1,865
	Ln Detailing flow (calls)	,530	,681	1,468
	Ln Journal advertising flow	,627	,828	1,208
	Ln Detailing stock (calls)	,594	,473	2,116
	Ln Average drug price per DDD	,064	,171	5,841
	Ln Average competitors price per DDD	,001	,085	11,716
	Drug age	,621	,077	12,927

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods
1	1	7,363	1,000	,00	,00	,00
	2	1,067	2,626	,00	,00	,00
	3	,562	3,621	,00	,00	,00
	4	,006	34,460	,00	,00	,00
	5	,001	73,143	,00	,00	,00
	6	,000	170,681	,00	,00	,00
	7	9,233E-5	282,392	,01	,03	,02
	8	2,490E-5	543,756	,00	,30	,33
	9	3,532E-6	1443,886	,99	,67	,65

Collinearity Diagnostics

Model	Dimension	Variance Proportions			
		Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Detailing stock (calls)	Ln Average drug price per DDD
1	1	,00	,00	,00	,00
	2	,00	,25	,00	,00
	3	,00	,64	,00	,00
	4	,65	,06	,00	,00
	5	,34	,00	,01	,01
	6	,00	,00	,83	,11
	7	,00	,01	,14	,78
	8	,01	,02	,02	,01
	9	,01	,00	,00	,09

Collinearity Diagnostics

Model	Dimension	Variance Proportions	
		Ln Average competitors price per DDD	Drug age
1	1	,00	,00
	2	,04	,00
	3	,05	,00
	4	,10	,04
	5	,65	,60
	6	,00	,00
	7	,00	,31
	8	,00	,00
	9	,16	,05

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21687317	13,44007111	13,31006298	,055567722	48
Residual	-,094814993	,094252281	,000000000	,047430304	48
Std. Predicted Value	-1,677	2,340	,000	1,000	48
Std. Residual	-1,821	1,810	,000	,911	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761	,579	,492	,052068197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,691	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	26,458	3,356		7,885
	Ln Sales in DDDs lagged one period	-,564	,144	-,581	-3,908
	Ln Sales in DDDs lagged two periods	-,350	,141	-,352	-2,479
	Ln Detailing flow (calls)	,010	,015	,080	,634
	Ln Journal advertising flow	-,001	,003	-,056	-,489
	Ln Detailing stock (calls)	,031	,057	,081	,538
	Ln Average drug price per DDD	-1,903	,998	-,479	-1,906
	Ln Average competitors price per DDD	,232	,062	1,331	3,739
	Drug age	-,001	,002	-,186	-,499

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,018
	Ln Detailing flow (calls)	,530
	Ln Journal advertising flow	,627
	Ln Detailing stock (calls)	,594
	Ln Average drug price per DDD	,064
	Ln Average competitors price per DDD	,001
	Drug age	,621

```
COMPUTE sq_residuals_li2=residuals_li2 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_li2
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method

1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,270	,073	-,117	,0027476113

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	8	,000	,383	,923
	Residual	,000	39	,000		
	Total	,000	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,047	,177		-,267
	Ln Sales in DDDs lagged one period	6,770E-5	,008	,002	,009
	Ln Sales in DDDs lagged two periods	,005	,007	,131	,623
	Ln Detailing flow (calls)	,000	,001	-,097	-,517
	Ln Journal advertising flow	6,232E-5	,000	,072	,422
	Ln Detailing stock (calls)	,002	,003	,141	,628
	Ln Average drug price per DDD	-,019	,053	-,131	-,353
	Ln Average competitors price per DDD	-,003	,003	-,554	-1,050
	Drug age	,000	,000	-,655	-1,181

Coefficients

Model		Sig.
1	(Constant)	,791
	Ln Sales in DDDs lagged one period	,993
	Ln Sales in DDDs lagged two periods	,537
	Ln Detailing flow (calls)	,608
	Ln Journal advertising flow	,675
	Ln Detailing stock (calls)	,533
	Ln Average drug price per DDD	,726
	Ln Average competitors price per DDD	,300
	Drug age	,245

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761	,579	,492	,052068197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,691	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	26,458	3,356		7,885
	Ln Sales in DDDs lagged one period	-,564	,144	-,581	-3,908
	Ln Sales in DDDs lagged two periods	-,350	,141	-,352	-2,479

	Ln Detailing flow (calls)	,010	,015	,080	,634
	Ln Journal advertising flow	-,001	,003	-,056	-,489
	Ln Detailing stock (calls)	,031	,057	,081	,538
	Ln Average drug price per DDD	-1,903	,998	-,479	-1,906
	Ln Average competitors price per DDD	,232	,062	1,331	3,739
	Drug age	-,001	,002	-,186	-,499

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Sales in DDDs lagged one period	,000
	Ln Sales in DDDs lagged two periods	,018
	Ln Detailing flow (calls)	,530
	Ln Journal advertising flow	,627
	Ln Detailing stock (calls)	,594
	Ln Average drug price per DDD	,064
	Ln Average competitors price per DDD	,001
	Drug age	,621

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21687317	13,44007111	13,31006298	,055567722	48
Residual	-,094814993	,094252281	,000000000	,047430304	48
Std. Predicted Value	-1,677	2,340	,000	1,000	48
Std. Residual	-1,821	1,810	,000	,911	48

```
COMPUTE sq_unst_pred_li2=unstand_predi_li2 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_li2=unstand_predi_li2 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age sq_unst_pred_li2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for LI2, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,761	,578	,492	,052077464

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,687	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,686	5,023		1,331
	Ln Sales in DDDs lagged one period	-,001	,172	-,001	-,005
	Ln Sales in DDDs lagged two periods	,000	,140	,000	-,002
	Ln Detailing flow (calls)	4,648E-6	,015	,000	,000
	Ln Journal advertising flow	-2,867E-6	,003	,000	-,001
	Ln Detailing stock (calls)	,000	,059	,000	,002
	Ln Average drug price per DDD	-,002	1,014	-,001	-,002
	Drug age	-8,997E-6	,002	-,002	-,004
	Squared unstand. predicted values for LI2	,037	,010	,760	3,737

Coefficients

Model		Sig.
1	(Constant)	,191
	Ln Sales in DDDs lagged one period	,996
	Ln Sales in DDDs lagged two periods	,999
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,999
	Ln Detailing stock (calls)	,998
	Ln Average drug price per DDD	,998
	Drug age	,997
	Squared unstand. predicted values for LI2	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	40,672	,460	,648	,074

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	1,410E-6

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age cub_unst_pred_li2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for LI2, Ln Sales in DDDs lagged one period, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,760	,578	,492	,052086954

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,145	8	,018	6,683	,000
	Residual	,106	39	,003		
	Total	,251	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,925	4,567		1,954
	Ln Sales in DDDs lagged one period	-,002	,172	-,002	-,009
	Ln Sales in DDDs lagged two periods	,000	,140	,000	-,003
	Ln Detailing flow (calls)	9,117E-6	,015	,000	,001
	Ln Journal advertising flow	-5,803E-6	,003	,000	-,002
	Ln Detailing stock (calls)	,000	,059	,001	,004

	Ln Average drug price per DDD	-,005	1,014	-,001	-,005
	Drug age	-1,812E-5	,002	-,003	-,009
	Cubed unstand. predicted values for LI2	,002	,001	,759	3,734

Coefficients

Model		Sig.
1	(Constant)	,058
	Ln Sales in DDDs lagged one period	,993
	Ln Sales in DDDs lagged two periods	,998
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,998
	Ln Detailing stock (calls)	,997
	Ln Average drug price per DDD	,996
	Drug age	,993
	Cubed unstand. predicted values for LI2	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Average competitors price per DDD	20,937	,473	,639	,077

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Average competitors price per DDD	5,633E-6

Period 1

```
USE ALL.
COMPUTE filter_$=(product=42 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=42 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Sales in DDDs lagged two periods, Ln Journal advertising flow, Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,705	,496	,093	,061806872

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,038	8	,005	1,232	,371
	Residual	,038	10	,004		
	Total	,076	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	27,542	7,286		3,780
	Ln Sales in DDDs lagged one period	-,564	,265	-,589	-2,126
	Ln Sales in DDDs lagged two periods	-,428	,332	-,403	-1,286
	Ln Detailing flow (calls)	-,021	,059	-,118	-,349
	Ln Journal advertising flow	-,002	,009	-,043	-,173
	Ln Detailing stock (calls)	-,040	,239	-,065	-,165
	Ln Average drug price per DDD	-1,443	2,368	-,371	-,609
	Ln Average competitors price per DDD	,307	,172	1,103	1,779
	Drug age	,003	,010	,287	,340

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Sales in DDDs lagged one period	,059
	Ln Sales in DDDs lagged two periods	,227
	Ln Detailing flow (calls)	,735
	Ln Journal advertising flow	,866
	Ln Detailing stock (calls)	,872
	Ln Average drug price per DDD	,556
	Ln Average competitors price per DDD	,106
	Drug age	,741

Period 2

```
USE ALL.
COMPUTE filter_$=(product=42 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=42 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal det_stock
avg_price_ddd
    avg_comp_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,658	,433	,207	,049724883

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,038	8	,005	1,912	,115
	Residual	,049	20	,002		
	Total	,087	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	23,893	5,908		4,044
	Ln Sales in DDDs lagged one period	-,618	,205	-,656	-3,018
	Ln Sales in DDDs lagged two periods	-,392	,188	-,403	-2,082
	Ln Detailing flow (calls)	,012	,018	,149	,694
	Ln Journal advertising flow	-,004	,004	-,257	-1,147
	Ln Detailing stock (calls)	,035	,062	,109	,571
	Ln Average drug price per DDD	3,786	3,511	,508	1,078
	Ln Average competitors price per DDD	-,024	,362	-,046	-,066
	Drug age	,000	,007	,065	,064

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged one period	,007
	Ln Sales in DDDs lagged two periods	,050
	Ln Detailing flow (calls)	,496
	Ln Journal advertising flow	,265
	Ln Detailing stock (calls)	,574
	Ln Average drug price per DDD	,294
	Ln Average competitors price per DDD	,948
	Drug age	,950

12.13. Product LI3

```
USE ALL.
COMPUTE filter_$=(product=43).
VARIABLE LABELS filter_$ 'product=43 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Mailing flow, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,859	,738	,525	,049677867	,738	3,479

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	21	26	,002

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
```

```
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,859	,737	,543	,048751361	,737	3,793
2	,859	,738	,525	,049677867	,000	,002

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	20	27	,001
2	1	26	,962

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	20	,009	3,793	,001
	Residual	,064	27	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,561	16,014		-,035	,972
	Ln Sales in DDDs lagged one period	-,458	,149	-,472	-3,079	,005
	Ln Detailing flow (calls)	-,213	,929	-1,111	-,229	,820
	Ln Journal advertising flow	,007	,002	,363	2,874	,008
	Ln Mailing flow	,014	,005	,339	2,606	,015
	Ln Competitive global marketing expenditures flow	,038	,073	,185	,528	,602
	Ln Detailing stock (calls)	2,623	2,085	8,323	1,258	,219
	Ln Other marketing expenditures stock	,057	,019	,449	3,052	,005
	Ln Competitive global marketing expenditures stock	-,099	,202	-,415	-,491	,627
	Ln Average drug price per DDD	-32,631	30,004	-8,125	-1,088	,286
	Ln Average competitors price per DDD	-1,234	,876	-,524	-1,408	,171
	Drug age	,047	,026	9,189	1,835	,078
	Drug age^2	,000	,000	-10,116	-1,959	,061
	Ln Drug price x Ln Detailing flow	-,487	1,808	-1,202	-,269	,790
	Ln Drug price x Ln Detailing stock	4,625	3,972	7,076	1,164	,254
	Ipad / Tablet (% of times used in calls)	-,158	,232	-,117	-,681	,501
	Laptop based materials (% of times used in calls)	,067	,384	,022	,175	,862
	Printed material (% of times used in calls)	-,269	,081	-,607	-3,319	,003
	Very useful (% of calls)	-,174	,082	-,307	-2,113	,044
	Increase / Will begin to prescribe (% of calls)	,225	,076	,449	2,942	,007
	Ln Avg number of products presented during the calls	,183	,085	,442	2,165	,039
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310

	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,007	-,048	,962	-,009

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,453

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det
    price_x_det_stock ipad_tablet printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,859	,737	,559	,047900066	,737	4,134
2	,859	,738	,525	,049677867	,000	,016

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	2	26	,984

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	19	,009	4,134	,000
	Residual	,064	28	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,132	15,405		-,073	,942
	Ln Sales in DDDs lagged one period	-,452	,142	-,466	-3,181	,004
	Ln Detailing flow (calls)	-,175	,888	-,914	-,197	,845

	Ln Journal advertising flow	,007	,002	,359	2,939	,007
	Ln Mailing flow	,014	,005	,342	2,691	,012
	Ln Competitive global marketing expenditures flow	,039	,071	,188	,546	,589
	Ln Detailing stock (calls)	2,672	2,031	8,477	1,316	,199
	Ln Other marketing expenditures stock	,057	,018	,448	3,101	,004
	Ln Competitive global marketing expenditures stock	-,112	,185	-,469	-,607	,549
	Ln Average drug price per DDD	-33,827	28,706	-8,423	-1,178	,249
	Ln Average competitors price per DDD	-1,227	,860	-,521	-1,427	,165
	Drug age	,048	,025	9,303	1,907	,067
	Drug age^2	,000	,000	-10,281	-2,061	,049
	Ln Drug price x Ln Detailing flow	-,412	1,727	-1,019	-,239	,813
	Ln Drug price x Ln Detailing stock	4,710	3,873	7,206	1,216	,234
	Ipad / Tablet (% of times used in calls)	-,163	,227	-,120	-,718	,479
	Printed material (% of times used in calls)	-,270	,079	-,609	-3,398	,002
	Very useful (% of calls)	-,174	,081	-,307	-2,155	,040
	Increase / Will begin to prescribe (% of calls)	,225	,075	,449	3,000	,006
	Ln Avg number of products presented during the calls	,180	,082	,435	2,212	,035
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516

	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,005	-,036	,971	-,007
	Laptop based materials (% of times used in calls)	,022	,175	,862	,034

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,455
	Laptop based materials (% of times used in calls)	,609

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
price_x_det_stock ipad_tablet
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,857	,734	,570	,047317086	,734	4,455
2	,859	,738	,525	,049677867	,003	,103

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	3	26	,958

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,180	18	,010	4,455	,000
	Residual	,065	29	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,476	14,616		-,238	,814
	Ln Sales in DDDs lagged one period	-,449	,140	-,462	-3,198	,003
	Ln Detailing flow (calls)	-,065	,854	-,337	-,076	,940

	Ln Journal advertising flow	,007	,002	,371	3,119	,004
	Ln Mailing flow	,014	,005	,344	2,742	,010
	Ln Detailing stock (calls)	2,882	1,970	9,145	1,463	,154
	Ln Other marketing expenditures stock	,057	,018	,446	3,125	,004
	Ln Competitive global marketing expenditures stock	-,094	,180	-,390	-,521	,607
	Ln Average drug price per DDD	-38,009	27,329	-9,464	-1,391	,175
	Ln Average competitors price per DDD	-1,313	,836	-,557	-1,571	,127
	Drug age	,053	,023	10,246	2,273	,031
	Drug age^2	,000	,000	-11,268	-2,453	,020
	Ln Drug price x Ln Detailing flow	-,222	1,671	-,548	-,133	,895
	Ln Drug price x Ln Detailing stock	5,116	3,755	7,827	1,362	,184
	Ipad / Tablet (% of times used in calls)	-,185	,220	-,137	-,839	,408
	Printed material (% of times used in calls)	-,278	,077	-,627	-3,593	,001
	Very useful (% of calls)	-,179	,079	-,317	-2,266	,031
	Increase / Will begin to prescribe (% of calls)	,229	,074	,457	3,101	,004
	Ln Avg number of products presented during the calls	,201	,071	,486	2,833	,008
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048

	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,010	-,068	,946	-,013
	Ln Competitive global marketing expenditures flow	,188	,546	,589	,103
	Laptop based materials (% of times used in calls)	,025	,203	,840	,038

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,457
	Ln Competitive global marketing expenditures flow	,079
	Laptop based materials (% of times used in calls)	,610

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd
    avg_comp_price_ddd drug_age drug_age_sq price_x_det price_x_det_stock
ipad_tablet printed
    very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Detailing stock (calls), Drug age^2, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,856	,732	,580	,046738674	,732	4,818
2	,859	,738	,525	,049677867	,006	,139

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	4	26	,966

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,179	17	,011	4,818	,000
	Residual	,066	30	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,872	14,113		-,133	,895
	Ln Sales in DDDs lagged one period	-,450	,139	-,463	-3,245	,003
	Ln Detailing flow (calls)	-,050	,843	-,260	-,059	,953

	Ln Journal advertising flow	,007	,002	,359	3,114	,004
	Ln Mailing flow	,014	,005	,338	2,740	,010
	Ln Detailing stock (calls)	2,500	1,805	7,933	1,385	,176
	Ln Other marketing expenditures stock	,053	,017	,416	3,218	,003
	Ln Average drug price per DDD	-33,109	25,344	-8,244	-1,306	,201
	Ln Average competitors price per DDD	-1,364	,820	-,579	-1,664	,107
	Drug age	,049	,022	9,446	2,257	,031
	Drug age^2	,000	,000	-10,146	-2,533	,017
	Ln Drug price x Ln Detailing flow	-,189	1,649	-,467	-,115	,910
	Ln Drug price x Ln Detailing stock	4,437	3,478	6,788	1,275	,212
	Ipad / Tablet (% of times used in calls)	-,215	,210	-,159	-1,022	,315
	Printed material (% of times used in calls)	-,264	,072	-,596	-3,676	,001
	Very useful (% of calls)	-,176	,078	-,311	-2,260	,031
	Increase / Will begin to prescribe (% of calls)	,226	,073	,450	3,106	,004
	Ln Avg number of products presented during the calls	,206	,070	,497	2,957	,006
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962

	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,028	-,207	,838	-,038
	Ln Competitive global marketing expenditures flow	,149	,446	,659	,082
	Ln Competitive global marketing expenditures stock	-,390	-,521	,607	-,096
	Laptop based materials (% of times used in calls)	,044	,381	,706	,071

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,493
	Ln Competitive global marketing expenditures flow	,082
	Ln Competitive global marketing expenditures stock	,016
	Laptop based materials (% of times used in calls)	,703

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd
    avg_comp_price_ddd drug_age drug_age_sq price_x_det price_x_det_stock
printed very_useful
    incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Drug price x Ln Detailing stock, Very useful (% of calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Detailing stock (calls), Drug age^2, Ln Average competitors price per DDD, Drug age, Ln Drug price x Ln Detailing flow, Ln Average drug price per DDD
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,850	,723	,579	,046772277	,723	5,046
2	,859	,738	,525	,049677867	,015	,296

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	5	26	,911

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,177	16	,011	5,046	,000
	Residual	,068	31	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,893	13,330		,217	,830
	Ln Sales in DDDs lagged one period	-,431	,137	-,443	-3,134	,004
	Ln Detailing flow (calls)	,103	,830	,539	,125	,902

	Ln Journal advertising flow	,007	,002	,376	3,292	,002
	Ln Mailing flow	,014	,005	,341	2,761	,010
	Ln Detailing stock (calls)	1,755	1,653	5,568	1,062	,297
	Ln Other marketing expenditures stock	,052	,017	,410	3,171	,003
	Ln Average drug price per DDD	-24,370	23,875	-6,068	-1,021	,315
	Ln Average competitors price per DDD	-1,198	,804	-,508	-1,490	,146
	Drug age	,042	,021	8,193	2,046	,049
	Drug age^2	,000	,000	-8,930	-2,333	,026
	Ln Drug price x Ln Detailing flow	,124	1,622	,307	,077	,939
	Ln Drug price x Ln Detailing stock	3,002	3,185	4,593	,943	,353
	Printed material (% of times used in calls)	-,231	,064	-,521	-3,598	,001
	Very useful (% of calls)	-,178	,078	-,315	-2,285	,029
	Increase / Will begin to prescribe (% of calls)	,206	,070	,412	2,940	,006
	Ln Avg number of products presented during the calls	,186	,067	,449	2,780	,009
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657

	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,054	-,401	,691	-,073
	Ln Competitive global marketing expenditures flow	,191	,577	,568	,105
	Ln Competitive global marketing expenditures stock	-,554	-,769	,448	-,139
	Ipad / Tablet (% of times used in calls)	-,159	-1,022	,315	-,183
	Laptop based materials (% of times used in calls)	,066	,589	,560	,107

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,513
	Ln Competitive global marketing expenditures flow	,083
	Ln Competitive global marketing expenditures stock	,017
	Ipad / Tablet (% of times used in calls)	,370
	Laptop based materials (% of times used in calls)	,736

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd
    avg_comp_price_ddd drug_age drug_age_sq price_x_det printed very_useful
incr_or_begin
    avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,845	,715	,581	,046690737	,715	5,342
2	,859	,738	,525	,049677867	,023	,378

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	15	32	,000
2	6	26	,886

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,175	15	,012	5,342	,000
	Residual	,070	32	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	13,712	6,767		2,026	,051
	Ln Sales in DDDs lagged one period	-,422	,137	-,435	-3,086	,004

	Ln Detailing flow (calls)	,276	,809	1,439	,342	,735
	Ln Journal advertising flow	,008	,002	,412	3,830	,001
	Ln Mailing flow	,013	,005	,317	2,627	,013
	Ln Detailing stock (calls)	,198	,061	,628	3,238	,003
	Ln Other marketing expenditures stock	,051	,016	,396	3,090	,004
	Ln Average drug price per DDD	-4,230	10,636	-1,053	-,398	,693
	Ln Average competitors price per DDD	-1,234	,802	-,524	-1,539	,134
	Drug age	,035	,019	6,704	1,825	,077
	Drug age^2	,000	,000	-7,479	-2,137	,040
	Ln Drug price x Ln Detailing flow	,466	1,578	1,152	,295	,770
	Printed material (% of times used in calls)	-,228	,064	-,515	-3,562	,001
	Very useful (% of calls)	-,180	,078	-,318	-2,316	,027
	Increase / Will begin to prescribe (% of calls)	,210	,070	,420	3,008	,005
	Ln Avg number of products presented during the calls	,175	,066	,423	2,664	,012
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279

	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,061	-,457	,651	-,082
	Ln Competitive global marketing expenditures flow	,250	,782	,440	,139
	Ln Competitive global marketing expenditures stock	-,170	-,262	,795	-,047
	Ln Drug price x Ln Detailing stock	4,593	,943	,353	,167
	Ipad / Tablet (% of times used in calls)	-,079	-,549	,587	-,098
	Laptop based materials (% of times used in calls)	,055	,498	,622	,089

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,514
	Ln Competitive global marketing expenditures flow	,088
	Ln Competitive global marketing expenditures stock	,022
	Ln Drug price x Ln Detailing stock	,000
	Ipad / Tablet (% of times used in calls)	,442
	Laptop based materials (% of times used in calls)	,743

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq price_x_det printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,833	,693	,563	,047649660	,693	5,333
2	,859	,738	,525	,049677867	,044	,623

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	7	26	,732

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,170	14	,012	5,333	,000
	Residual	,075	33	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,973	6,889		1,883	,069
	Ln Sales in DDDs lagged one period	-,419	,140	-,432	-3,002	,005
	Ln Detailing flow (calls)	,341	,824	1,775	,413	,682

	Ln Journal advertising flow	,008	,002	,423	3,869	,000
	Ln Mailing flow	,012	,005	,291	2,385	,023
	Ln Detailing stock (calls)	,210	,062	,665	3,383	,002
	Ln Other marketing expenditures stock	,053	,017	,413	3,163	,003
	Ln Average drug price per DDD	-5,605	10,816	-1,396	-,518	,608
	Drug age	,036	,019	7,042	1,882	,069
	Drug age^2	,000	,000	-7,418	-2,077	,046
	Ln Drug price x Ln Detailing flow	,586	1,608	1,447	,364	,718
	Printed material (% of times used in calls)	-,242	,065	-,547	-3,750	,001
	Very useful (% of calls)	-,184	,079	-,324	-2,313	,027
	Increase / Will begin to prescribe (% of calls)	,209	,071	,418	2,930	,006
	Ln Avg number of products presented during the calls	,163	,067	,393	2,443	,020
2	(Constant)	-,311	17,141		-,018	,986
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827
	Ln Journal advertising flow	,007	,002	,363	2,815	,009
	Ln Mailing flow	,014	,006	,338	2,464	,021
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310
	Drug age	,047	,026	9,189	1,801	,083
	Drug age^2	,000	,000	-10,107	-1,920	,066
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,019	-,144	,886	-,025
	Ln Competitive global marketing expenditures flow	,314	,977	,336	,170
	Ln Competitive global marketing expenditures stock	-,204	-,310	,759	-,055
	Ln Average competitors price per DDD	-,524	-1,539	,134	-,263
	Ln Drug price x Ln Detailing stock	4,941	,996	,327	,173
	Ipad / Tablet (% of times used in calls)	-,033	-,227	,822	-,040
	Laptop based materials (% of times used in calls)	,049	,432	,668	,076

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,535
	Ln Competitive global marketing expenditures flow	,090
	Ln Competitive global marketing expenditures stock	,022
	Ln Average competitors price per DDD	,077
	Ln Drug price x Ln Detailing stock	,000
	Ipad / Tablet (% of times used in calls)	,461
	Laptop based materials (% of times used in calls)	,744

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq price_x_det printed very_useful incr_or_begin
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,833	,693	,563	,047649660	,693	5,333
2	,859	,738	,525	,049677867	,044	,623

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	7	26	,732

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,170	14	,012	5,333	,000
	Residual	,075	33	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,973	6,889		1,883	,069		
	Ln Sales in DDDs lagged one period	-,419	,140	-,432	-3,002	,005	,449	2,227
	Ln Detailing flow (calls)	,341	,824	1,775	,413	,682	,001	1984,884
	Ln Journal advertising flow	,008	,002	,423	3,869	,000	,776	1,289
	Ln Mailing flow	,012	,005	,291	2,385	,023	,626	1,598
	Ln Detailing stock (calls)	,210	,062	,665	3,383	,002	,240	4,159
	Ln Other marketing expenditures stock	,053	,017	,413	3,163	,003	,546	1,833
	Ln Average drug price per DDD	-5,605	10,816	-1,396	-,518	,608	,001	780,857
	Drug age	,036	,019	7,042	1,882	,069	,001	1507,384
	Drug age^2	,000	,000	-7,418	-2,077	,046	,001	1372,609
	Ln Drug price x Ln Detailing flow	,586	1,608	1,447	,364	,718	,001	1698,911
	Printed material (% of times used in calls)	-,242	,065	-,547	-3,750	,001	,437	2,291
	Very useful (% of calls)	-,184	,079	-,324	-2,313	,027	,473	2,116
	Increase / Will begin to prescribe (% of calls)	,209	,071	,418	2,930	,006	,457	2,187
	Ln Avg number of products presented during the calls	,163	,067	,393	2,443	,020	,359	2,788
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706

	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,019	-,144	,886	-,025	,535
	Ln Competitive global marketing expenditures flow	,314	,977	,336	,170	,090
	Ln Competitive global marketing expenditures stock	-,204	-,310	,759	-,055	,022
	Ln Average competitors price per DDD	-,524	-1,539	,134	-,263	,077
	Ln Drug price x Ln Detailing stock	4,941	,996	,327	,173	,000
	Ipad / Tablet (% of times used in calls)	-,033	-,227	,822	-,040	,461
	Laptop based materials (% of times used in calls)	,049	,432	,668	,076	,744

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,868	,001
	Ln Competitive global marketing expenditures flow	11,121	,000
	Ln Competitive global marketing expenditures stock	45,547	,001
	Ln Average competitors price per DDD	12,976	,001
	Ln Drug price x Ln Detailing stock	2647,303	,000
	Ipad / Tablet (% of times used in calls)	2,170	,001
	Laptop based materials (% of times used in calls)	1,344	,000

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	12,978	1,000	,00	,00	,00	,00
	2	,922	3,751	,00	,00	,00	,08
	3	,648	4,474	,00	,00	,00	,70
	4	,217	7,727	,00	,00	,00	,00
	5	,097	11,541	,00	,00	,00	,02
	6	,067	13,955	,00	,00	,00	,04
	7	,044	17,270	,00	,00	,00	,02
	8	,020	25,713	,00	,00	,00	,00
	9	,004	54,232	,00	,00	,00	,03
	10	,002	88,675	,00	,00	,00	,00
	11	,001	147,967	,00	,00	,00	,00
	12	,000	250,777	,00	,01	,00	,00
	13	9,752E-6	1153,621	,00	,06	,00	,10
	14	7,979E-6	1275,375	,03	,89	,01	,00
	15	3,512E-7	6079,294	,97	,05	,99	,00
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01

	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Drug age	Drug age^2	Ln Drug price x Ln Detailing flow
1	1	,00	,00	,00	,00	,00	,00	,00
	2	,48	,00	,00	,00	,00	,00	,00
	3	,12	,00	,00	,00	,00	,00	,00
	4	,02	,00	,00	,00	,00	,00	,00
	5	,04	,00	,00	,00	,00	,00	,00
	6	,04	,00	,00	,00	,00	,00	,00
	7	,12	,00	,00	,00	,00	,00	,00
	8	,01	,00	,01	,00	,00	,00	,00
	9	,01	,00	,38	,00	,00	,00	,00
	10	,04	,03	,30	,00	,00	,00	,00
	11	,01	,15	,00	,00	,00	,00	,00
	12	,02	,28	,00	,00	,00	,00	,00
	13	,00	,34	,07	,01	,66	,64	,00
	14	,09	,00	,24	,01	,00	,00	,01
	15	,00	,19	,00	,98	,33	,36	,99
2	1	,00	,00	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00	,00	,00
	8	,05	,00	,00	,00	,00	,00	,00
	9	,10	,00	,00	,00	,00	,00	,00
	10	,00	,00	,01	,00	,00	,00	,00
	11	,01	,00	,32	,00	,00	,00	,00
	12	,02	,00	,22	,00	,00	,00	,00
	13	,01	,00	,01	,00	,00	,00	,00
	14	,03	,00	,01	,00	,00	,00	,00
	15	,01	,00	,00	,00	,00	,00	,00
	16	,01	,00	,01	,00	,00	,00	,00
	17	,09	,00	,04	,00	,00	,00	,00
	18	,01	,00	,02	,00	,41	,36	,00
	19	,01	,00	,02	,00	,02	,00	,00
	20	,00	,00	,33	,00	,05	,09	,02
	21	,01	,05	,00	,03	,11	,10	,98
	22	,06	,95	,02	,97	,41	,45	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00	,00		
	2	,00	,00	,00	,00		
	3	,00	,00	,00	,00		
	4	,01	,20	,08	,00		
	5	,26	,00	,04	,02		
	6	,05	,21	,10	,07		
	7	,13	,42	,62	,01		
	8	,13	,04	,00	,47		
	9	,01	,00	,04	,01		
	10	,02	,04	,08	,28		
	11	,04	,00	,01	,01		
	12	,15	,00	,02	,02		
	13	,07	,02	,01	,11		
	14	,10	,03	,00	,01		
	15	,02	,03	,00	,00		
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,24	,09	,00	,00	,00
	7	,22	,05	,04	,00	,00	,00
	8	,00	,10	,11	,09	,00	,00
	9	,07	,41	,54	,00	,00	,00
	10	,13	,04	,01	,27	,00	,00
	11	,00	,00	,04	,00	,00	,00
	12	,02	,04	,10	,18	,00	,00
	13	,02	,00	,02	,02	,00	,00
	14	,01	,00	,02	,02	,00	,01
	15	,16	,00	,00	,00	,00	,00
	16	,01	,01	,01	,07	,02	,77
	17	,07	,01	,00	,00	,33	,01
	18	,07	,01	,00	,10	,01	,03
	19	,00	,00	,00	,20	,31	,10
	20	,08	,02	,00	,00	,27	,00
	21	,03	,04	,00	,00	,00	,03
	22	,11	,00	,01	,04	,06	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
	13					
	14					
	15					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,17
	3	,00	,00	,00	,02	,16
	4	,00	,00	,00	,19	,00
	5	,00	,00	,00	,05	,34
	6	,00	,00	,00	,06	,00
	7	,00	,00	,00	,03	,00
	8	,00	,00	,00	,17	,03
	9	,00	,00	,00	,01	,01
	10	,00	,00	,00	,07	,00
	11	,00	,00	,00	,02	,01
	12	,00	,00	,00	,01	,01
	13	,00	,69	,00	,07	,01
	14	,00	,01	,00	,01	,00
	15	,00	,19	,00	,03	,03
	16	,00	,02	,00	,00	,00
	17	,00	,01	,00	,01	,02
	18	,01	,00	,00	,01	,01
	19	,63	,07	,00	,06	,11
	20	,23	,00	,00	,06	,02
	21	,00	,00	,05	,01	,04
	22	,13	,00	,95	,10	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
```

```
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,832	,692	,575	,047038033	,692	5,883
2	,859	,738	,525	,049677867	,045	,560

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	8	26	,800

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,169	13	,013	5,883	,000
	Residual	,075	34	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	15,367	2,042		7,524	,000		
	Ln Sales in DDDs lagged one period	-,426	,137	-,439	-3,115	,004	,456	2,191
	Ln Detailing flow (calls)	,040	,024	,211	1,678	,103	,573	1,744
	Ln Journal advertising flow	,008	,002	,422	3,910	,000	,776	1,288
	Ln Mailing flow	,012	,005	,292	2,427	,021	,626	1,597
	Ln Detailing stock (calls)	,200	,056	,636	3,592	,001	,289	3,459
	Ln Other marketing expenditures stock	,052	,016	,408	3,183	,003	,551	1,814
	Ln Average drug price per DDD	-1,681	,986	-,419	-1,705	,097	,150	6,660
	Drug age	,032	,016	6,305	2,029	,050	,001	1066,829
	Drug age^2	,000	,000	-6,685	-2,295	,028	,001	937,309
	Printed material (% of times used in calls)	-,246	,063	-,555	-3,891	,000	,446	2,244
	Very useful (% of calls)	-,178	,077	-,314	-2,317	,027	,493	2,029
	Increase / Will begin to prescribe (% of calls)	,211	,070	,421	2,996	,005	,459	2,179
	Ln Avg number of products presented during the calls	,164	,066	,395	2,487	,018	,359	2,785
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498

	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	-,018	-,135	,893	-,024	,536
	Ln Competitive global marketing expenditures flow	,322	1,055	,299	,181	,097
	Ln Competitive global marketing expenditures stock	-,199	-,305	,762	-,053	,022
	Ln Average competitors price per DDD	-,529	-1,578	,124	-,265	,077
	Ln Drug price x Ln Detailing flow	1,447	,364	,718	,063	,001
	Ln Drug price x Ln Detailing stock	5,086	1,069	,293	,183	,000
	Ipad / Tablet (% of times used in calls)	-,036	-,256	,799	-,045	,463
	Laptop based materials (% of times used in calls)	,056	,520	,607	,090	,800

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,867	,001
	Ln Competitive global marketing expenditures flow	10,313	,001
	Ln Competitive global marketing expenditures stock	45,524	,001
	Ln Average competitors price per DDD	12,945	,001
	Ln Drug price x Ln Detailing flow	1698,911	,001
	Ln Drug price x Ln Detailing stock	2512,337	,000
	Ipad / Tablet (% of times used in calls)	2,159	,001
	Laptop based materials (% of times used in calls)	1,250	,001

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	11,989	1,000	,00	,00	,00	,00
	2	,920	3,610	,00	,00	,00	,08
	3	,648	4,302	,00	,00	,00	,70
	4	,213	7,496	,00	,00	,00	,00
	5	,095	11,235	,00	,00	,00	,02
	6	,067	13,426	,00	,00	,00	,04
	7	,043	16,603	,00	,00	,00	,02
	8	,019	25,181	,00	,00	,01	,00
	9	,004	57,739	,00	,00	,14	,03
	10	,001	98,402	,00	,00	,76	,01
	11	,001	152,580	,00	,00	,02	,00
	12	,000	308,425	,02	,02	,02	,00
	13	9,570E-6	1119,304	,00	,21	,00	,09
	14	6,277E-6	1382,020	,98	,77	,05	,01
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01

	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Drug age	Drug age^2
1	1	,00	,00	,00	,00	,00	,00
	2	,48	,00	,00	,00	,00	,00
	3	,12	,00	,00	,00	,00	,00
	4	,02	,00	,00	,00	,00	,00
	5	,05	,00	,00	,00	,00	,00
	6	,03	,00	,00	,00	,00	,00
	7	,12	,00	,00	,00	,00	,00
	8	,01	,00	,02	,00	,00	,00
	9	,02	,00	,52	,00	,00	,00
	10	,03	,02	,16	,01	,00	,00
	11	,02	,32	,00	,11	,00	,01
	12	,00	,21	,01	,66	,00	,00
	13	,00	,43	,14	,22	,91	,91
	14	,10	,02	,16	,00	,09	,08
2	1	,00	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00	,00
	8	,05	,00	,00	,00	,00	,00
	9	,10	,00	,00	,00	,00	,00
	10	,00	,00	,01	,00	,00	,00
	11	,01	,00	,32	,00	,00	,00
	12	,02	,00	,22	,00	,00	,00
	13	,01	,00	,01	,00	,00	,00
	14	,03	,00	,01	,00	,00	,00
	15	,01	,00	,00	,00	,00	,00
	16	,01	,00	,01	,00	,00	,00
	17	,09	,00	,04	,00	,00	,00
	18	,01	,00	,02	,00	,41	,36
	19	,01	,00	,02	,00	,02	,00
	20	,00	,00	,33	,00	,05	,09
	21	,01	,05	,00	,03	,11	,10
	22	,06	,95	,02	,97	,41	,45

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow
1	1	,00	,00	,00	,00		
	2	,00	,00	,00	,00		
	3	,00	,00	,00	,00		
	4	,01	,21	,08	,00		
	5	,26	,00	,05	,02		
	6	,06	,22	,11	,07		
	7	,14	,44	,61	,01		
	8	,13	,04	,00	,48		
	9	,03	,01	,01	,05		
	10	,00	,03	,10	,22		
	11	,01	,00	,00	,00		
	12	,19	,00	,03	,02		
	13	,11	,01	,01	,12		
	14	,05	,03	,00	,00		
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,24	,09	,00	,00	,00
	7	,22	,05	,04	,00	,00	,00
	8	,00	,10	,11	,09	,00	,00
	9	,07	,41	,54	,00	,00	,00
	10	,13	,04	,01	,27	,00	,00
	11	,00	,00	,04	,00	,00	,00
	12	,02	,04	,10	,18	,00	,00
	13	,02	,00	,02	,02	,00	,00
	14	,01	,00	,02	,02	,00	,01
	15	,16	,00	,00	,00	,00	,00
	16	,01	,01	,01	,07	,02	,77
	17	,07	,01	,00	,00	,33	,01
	18	,07	,01	,00	,10	,01	,03
	19	,00	,00	,00	,20	,31	,10
	20	,08	,02	,00	,00	,27	,00
	21	,03	,04	,00	,00	,00	,03
	22	,11	,00	,01	,04	,06	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						
	12						
	13						
	14						
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,17
	3	,00	,00	,00	,00	,02	,16
	4	,00	,00	,00	,00	,19	,00
	5	,00	,00	,00	,00	,05	,34
	6	,00	,00	,00	,00	,06	,00
	7	,00	,00	,00	,00	,03	,00
	8	,00	,00	,00	,00	,17	,03
	9	,00	,00	,00	,00	,01	,01
	10	,00	,00	,00	,00	,07	,00
	11	,00	,00	,00	,00	,02	,01
	12	,00	,00	,00	,00	,01	,01
	13	,00	,69	,00	,00	,07	,01
	14	,00	,01	,00	,00	,01	,00
	15	,00	,19	,00	,00	,03	,03
	16	,00	,02	,00	,00	,00	,00
	17	,00	,01	,00	,00	,01	,02
	18	,01	,00	,00	,00	,01	,01
	19	,63	,07	,00	,00	,06	,11
	20	,23	,00	,02	,00	,06	,02
	21	,00	,00	,98	,05	,01	,04
	22	,13	,00	,00	,95	,10	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Very useful (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Increase / Will begin to prescribe (% of calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,803	,645	,523	,049823164	,645	5,290
2	,859	,738	,525	,049677867	,093	1,023

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	12	35	,000
2	9	26	,448

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,158	12	,013	5,290	,000
	Residual	,087	35	,002		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,951	2,036		8,326	,000		
	Ln Sales in DDDs lagged one period	-,370	,143	-,381	-2,595	,014	,472	2,121
	Ln Detailing flow (calls)	,035	,025	,181	1,368	,180	,580	1,725
	Ln Journal advertising flow	,007	,002	,343	3,166	,003	,864	1,157
	Ln Mailing flow	,013	,005	,310	2,435	,020	,629	1,591
	Ln Detailing stock (calls)	,121	,046	,383	2,609	,013	,472	2,121
	Ln Other marketing expenditures stock	,044	,017	,344	2,598	,014	,578	1,729
	Ln Average drug price per DDD	-2,729	,926	-,680	-2,948	,006	,191	5,231
	Drug age	-,004	,001	-,806	-3,177	,003	,158	6,337
	Printed material (% of times used in calls)	-,210	,065	-,474	-3,239	,003	,475	2,107
	Very useful (% of calls)	-,202	,081	-,357	-2,508	,017	,502	1,990
	Increase / Will begin to prescribe (% of calls)	,231	,074	,462	3,131	,004	,467	2,143
	Ln Avg number of products presented during the calls	,119	,067	,287	1,785	,083	,394	2,539
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393

	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,043	,313	,756	,054	,559
	Ln Competitive global marketing expenditures flow	,496	1,651	,108	,272	,107
	Ln Competitive global marketing expenditures stock	,408	,659	,514	,112	,027
	Ln Average competitors price per DDD	-,490	-1,371	,179	-,229	,077
	Drug age^2	-6,685	-2,295	,028	-,366	,001
	Ln Drug price x Ln Detailing flow	-3,200	-,930	,359	-,158	,001
	Ln Drug price x Ln Detailing stock	-1,560	-,367	,716	-,063	,001
	Ipad / Tablet (% of times used in calls)	,028	,193	,848	,033	,483
	Laptop based materials (% of times used in calls)	,014	,128	,899	,022	,822

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,788	,157
	Ln Competitive global marketing expenditures flow	9,340	,090
	Ln Competitive global marketing expenditures stock	37,169	,023
	Ln Average competitors price per DDD	12,916	,070
	Drug age^2	937,309	,001
	Ln Drug price x Ln Detailing flow	1160,129	,001
	Ln Drug price x Ln Detailing stock	1731,521	,000
	Ipad / Tablet (% of times used in calls)	2,071	,155
	Laptop based materials (% of times used in calls)	1,216	,156

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	11,032	1,000	,00	,00	,00	,00
	2	,919	3,465	,00	,00	,00	,09
	3	,646	4,134	,00	,00	,00	,78
	4	,213	7,199	,00	,00	,00	,00
	5	,090	11,069	,00	,00	,00	,03
	6	,053	14,481	,00	,00	,00	,05
	7	,033	18,167	,00	,00	,00	,00
	8	,009	34,431	,00	,00	,02	,00
	9	,004	55,926	,00	,00	,18	,03
	10	,001	101,678	,00	,00	,74	,01
	11	,000	167,917	,00	,00	,00	,00
	12	,000	297,839	,02	,02	,02	,00
	13	6,457E-6	1307,150	,98	,97	,04	,00
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01

	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00	,00
	2	,49	,00	,00	,00	,00	,00
	3	,13	,00	,00	,00	,00	,00
	4	,02	,00	,00	,00	,00	,01
	5	,02	,00	,00	,00	,00	,35
	6	,00	,00	,00	,00	,00	,01
	7	,18	,00	,00	,00	,01	,23
	8	,02	,00	,06	,00	,13	,05
	9	,01	,00	,49	,00	,01	,04
	10	,03	,11	,17	,01	,12	,01
	11	,02	,48	,02	,22	,56	,01
	12	,00	,40	,01	,77	,14	,21
	13	,09	,00	,24	,01	,03	,10
2	1	,00	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00	,22
	8	,05	,00	,00	,00	,00	,00
	9	,10	,00	,00	,00	,00	,07
	10	,00	,00	,01	,00	,00	,13
	11	,01	,00	,32	,00	,00	,00
	12	,02	,00	,22	,00	,00	,02
	13	,01	,00	,01	,00	,00	,02
	14	,03	,00	,01	,00	,00	,01
	15	,01	,00	,00	,00	,00	,16
	16	,01	,00	,01	,00	,00	,01
	17	,09	,00	,04	,00	,00	,07
	18	,01	,00	,02	,00	,41	,07
	19	,01	,00	,02	,00	,02	,00
	20	,00	,00	,33	,00	,05	,08
	21	,01	,05	,00	,03	,11	,03
	22	,06	,95	,02	,97	,41	,11

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Competitive global marketing expenditures stock
1	1	,00	,00	,00			
	2	,00	,00	,00			
	3	,00	,00	,00			
	4	,22	,08	,00			
	5	,00	,06	,01			
	6	,54	,45	,08			
	7	,15	,26	,31			
	8	,01	,02	,17			
	9	,01	,02	,06			
	10	,04	,07	,27			
	11	,00	,01	,05			
	12	,00	,03	,04			
	13	,02	,00	,01			
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,24	,09	,00	,00	,00	,00
	7	,05	,04	,00	,00	,00	,00
	8	,10	,11	,09	,00	,00	,00
	9	,41	,54	,00	,00	,00	,00
	10	,04	,01	,27	,00	,00	,00
	11	,00	,04	,00	,00	,00	,00
	12	,04	,10	,18	,00	,00	,00
	13	,00	,02	,02	,00	,00	,00
	14	,00	,02	,02	,00	,01	,00
	15	,00	,00	,00	,00	,00	,00
	16	,01	,01	,07	,02	,77	,00
	17	,01	,00	,00	,33	,01	,00
	18	,01	,00	,10	,01	,03	,01
	19	,00	,00	,20	,31	,10	,63
	20	,02	,00	,00	,27	,00	,23
	21	,04	,00	,00	,00	,03	,00
	22	,00	,01	,04	,06	,04	,13

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						
	12						
	13						
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,17
	3	,00	,00	,00	,00	,02	,16
	4	,00	,00	,00	,00	,19	,00
	5	,00	,00	,00	,00	,05	,34
	6	,00	,00	,00	,00	,06	,00
	7	,00	,00	,00	,00	,03	,00
	8	,00	,00	,00	,00	,17	,03
	9	,00	,00	,00	,00	,01	,01
	10	,00	,00	,00	,00	,07	,00
	11	,00	,00	,00	,00	,02	,01
	12	,00	,00	,00	,00	,01	,01
	13	,69	,00	,00	,00	,07	,01
	14	,01	,00	,00	,00	,01	,00
	15	,19	,00	,00	,00	,03	,03
	16	,02	,00	,00	,00	,00	,00
	17	,01	,00	,00	,00	,01	,02
	18	,00	,36	,00	,00	,01	,01
	19	,07	,00	,00	,00	,06	,11
	20	,00	,09	,02	,00	,06	,02
	21	,00	,10	,98	,05	,01	,04
	22	,00	,45	,00	,95	,10	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    printed very_useful incr_or_begin
```

```
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Other marketing expenditures stock, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Sales in DDDs lagged one period, Very useful (% of calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,782	,612	,494	,051312584	,612	5,167
2	,859	,738	,525	,049677867	,125	1,241

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	10	26	,313

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,150	11	,014	5,167	,000
	Residual	,095	36	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,820	2,096		8,027	,000		
	Ln Sales in DDDs lagged one period	-,332	,145	-,342	-2,289	,028	,482	2,074
	Ln Detailing flow (calls)	,021	,025	,112	,856	,398	,635	1,576
	Ln Journal advertising flow	,007	,002	,340	3,044	,004	,865	1,157
	Ln Mailing flow	,010	,005	,244	1,945	,060	,687	1,456
	Ln Detailing stock (calls)	,114	,047	,363	2,408	,021	,474	2,108
	Ln Other marketing expenditures stock	,033	,016	,257	2,025	,050	,670	1,492
	Ln Average drug price per DDD	-2,698	,953	-,672	-2,831	,008	,191	5,229
	Drug age	-,005	,001	-,976	-4,032	,000	,184	5,441
	Printed material (% of times used in calls)	-,157	,059	-,354	-2,645	,012	,600	1,666
	Very useful (% of calls)	-,167	,080	-,295	-2,077	,045	,534	1,873
	Increase / Will begin to prescribe (% of calls)	,206	,075	,412	2,761	,009	,484	2,066
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206

	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,047	,334	,740	,056	,559
	Ln Competitive global marketing expenditures flow	,609	2,105	,043	,335	,118
	Ln Competitive global marketing expenditures stock	,130	,208	,836	,035	,029
	Ln Average competitors price per DDD	-,412	-1,114	,273	-,185	,078
	Drug age^2	-4,531	-1,521	,137	-,249	,001
	Ln Drug price x Ln Detailing flow	-1,892	-,541	,592	-,091	,001
	Ln Drug price x Ln Detailing stock	-1,348	-,308	,760	-,052	,001
	Ipad / Tablet (% of times used in calls)	,057	,380	,706	,064	,489
	Laptop based materials (% of times used in calls)	-,012	-,100	,921	-,017	,837
	Ln Avg number of products presented during the calls	,287	1,785	,083	,289	,394

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,788	,177
	Ln Competitive global marketing expenditures flow	8,505	,091

	Ln Competitive global marketing expenditures stock	35,037	,027
	Ln Average competitors price per DDD	12,751	,072
	Drug age^2	854,477	,001
	Ln Drug price x Ln Detailing flow	1115,092	,001
	Ln Drug price x Ln Detailing stock	1730,144	,000
	Ipad / Tablet (% of times used in calls)	2,045	,175
	Laptop based materials (% of times used in calls)	1,195	,183
	Ln Avg number of products presented during the calls	2,539	,158

Collinearity Diagnostics

				Variance Proportions			
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	10,098	1,000	,00	,00	,00	,00
	2	,899	3,352	,00	,00	,00	,09
	3	,646	3,955	,00	,00	,00	,78
	4	,205	7,022	,00	,00	,00	,00
	5	,088	10,702	,00	,00	,00	,04
	6	,047	14,635	,00	,00	,00	,04
	7	,012	28,863	,00	,00	,01	,00
	8	,004	51,103	,00	,00	,10	,03
	9	,001	82,758	,00	,00	,82	,01
	10	,000	157,089	,00	,00	,01	,00
	11	,000	279,973	,02	,02	,01	,00
	12	6,512E-6	1245,217	,98	,98	,05	,00
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01
	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Mailing flow	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00	,00
	2	,55	,00	,00	,00	,00	,00
	3	,14	,00	,00	,00	,00	,00
	4	,01	,00	,00	,00	,00	,02
	5	,01	,00	,00	,00	,00	,49
	6	,04	,00	,00	,00	,00	,14
	7	,10	,00	,02	,00	,16	,00
	8	,00	,00	,65	,00	,00	,00
	9	,00	,04	,07	,01	,06	,04
	10	,05	,56	,00	,18	,47	,03
	11	,01	,39	,00	,80	,26	,19
	12	,08	,00	,25	,01	,04	,10
2	1	,00	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00	,22
	8	,05	,00	,00	,00	,00	,00
	9	,10	,00	,00	,00	,00	,07
	10	,00	,00	,01	,00	,00	,13
	11	,01	,00	,32	,00	,00	,00
	12	,02	,00	,22	,00	,00	,02
	13	,01	,00	,01	,00	,00	,02
	14	,03	,00	,01	,00	,00	,01
	15	,01	,00	,00	,00	,00	,16
	16	,01	,00	,01	,00	,00	,01
	17	,09	,00	,04	,00	,00	,07
	18	,01	,00	,02	,00	,41	,07
	19	,01	,00	,02	,00	,02	,00
	20	,00	,00	,33	,00	,05	,08
	21	,01	,05	,00	,03	,11	,03
	22	,06	,95	,02	,97	,41	,11

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00	,00				
	2	,00	,00				
	3	,00	,00				
	4	,24	,08				
	5	,02	,07				

	6	,70	,69				
	7	,00	,05				
	8	,01	,02				
	9	,01	,06				
	10	,00	,00				
	11	,00	,02				
	12	,02	,00				
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,24	,09	,00	,00	,00	,00
	7	,05	,04	,00	,00	,00	,00
	8	,10	,11	,00	,00	,00	,00
	9	,41	,54	,00	,00	,00	,00
	10	,04	,01	,00	,00	,00	,00
	11	,00	,04	,00	,00	,00	,00
	12	,04	,10	,00	,00	,00	,00
	13	,00	,02	,00	,00	,00	,69
	14	,00	,02	,00	,01	,00	,01
	15	,00	,00	,00	,00	,00	,19
	16	,01	,01	,02	,77	,00	,02
	17	,01	,00	,33	,01	,00	,01
	18	,01	,00	,01	,03	,01	,00
	19	,00	,00	,31	,10	,63	,07
	20	,02	,00	,27	,00	,23	,00
	21	,04	,00	,00	,03	,00	,00
	22	,00	,01	,06	,04	,13	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Ln Avg number of products presented during the calls
1	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						

	12						
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,17	,00
	3	,00	,00	,00	,02	,16	,00
	4	,00	,00	,00	,19	,00	,00
	5	,00	,00	,00	,05	,34	,00
	6	,00	,00	,00	,06	,00	,00
	7	,00	,00	,00	,03	,00	,00
	8	,00	,00	,00	,17	,03	,09
	9	,00	,00	,00	,01	,01	,00
	10	,00	,00	,00	,07	,00	,27
	11	,00	,00	,00	,02	,01	,00
	12	,00	,00	,00	,01	,01	,18
	13	,00	,00	,00	,07	,01	,02
	14	,00	,00	,00	,01	,00	,02
	15	,00	,00	,00	,03	,03	,00
	16	,00	,00	,00	,00	,00	,07
	17	,00	,00	,00	,01	,02	,00
	18	,36	,00	,00	,01	,01	,10
	19	,00	,00	,00	,06	,11	,20
	20	,09	,02	,00	,06	,02	,00
	21	,10	,98	,05	,01	,04	,00
	22	,45	,00	,95	,10	,04	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
    very_useful incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Very useful (% of calls), Ln Average drug price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,754	,568	,451	,053418918	,568	4,866
2	,859	,738	,525	,049677867	,169	1,526

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	11	26	,182

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,139	10	,014	4,866	,000
	Residual	,106	37	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14,827	1,926		7,699	,000		
	Ln Sales in DDDs lagged one period	-,181	,130	-,187	-1,397	,171	,655	1,526
	Ln Detailing flow (calls)	,026	,026	,138	1,022	,314	,641	1,560
	Ln Journal advertising flow	,006	,002	,317	2,744	,009	,873	1,145
	Ln Mailing flow	,008	,005	,190	1,489	,145	,719	1,390
	Ln Detailing stock (calls)	,115	,049	,365	2,327	,026	,474	2,108
	Ln Average drug price per DDD	-2,787	,991	-,694	-2,812	,008	,192	5,218
	Drug age	-,005	,001	-,955	-3,791	,001	,184	5,430
	Printed material (% of times used in calls)	-,135	,061	-,304	-2,218	,033	,622	1,608
	Very useful (% of calls)	-,141	,083	-,249	-1,706	,096	,548	1,825

	Increase / Will begin to prescribe (% of calls)	,211	,078	,420	2,708	,010	,485	2,064
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,130	,953	,347	,157	,629
	Ln Competitive global marketing expenditures flow	,477	1,570	,125	,253	,122
	Ln Other marketing expenditures stock	,257	2,025	,050	,320	,670
	Ln Competitive global marketing expenditures stock	,476	,777	,443	,128	,031
	Ln Average competitors price per DDD	-,508	-1,344	,187	-,219	,080
	Drug age^2	-3,818	-1,224	,229	-,200	,001
	Ln Drug price x Ln Detailing flow	-2,150	-,591	,558	-,098	,001
	Ln Drug price x Ln Detailing stock	-1,322	-,291	,773	-,048	,001
	Ipad / Tablet (% of times used in calls)	,036	,232	,818	,039	,491
	Laptop based materials (% of times used in calls)	-,049	-,412	,682	-,069	,860
	Ln Avg number of products presented during the calls	,132	,821	,417	,136	,457

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,590	,180
	Ln Competitive global marketing expenditures flow	8,216	,092
	Ln Other marketing expenditures stock	1,492	,184
	Ln Competitive global marketing expenditures stock	31,841	,029
	Ln Average competitors price per DDD	12,500	,072
	Drug age^2	844,480	,001
	Ln Drug price x Ln Detailing flow	1113,555	,001
	Ln Drug price x Ln Detailing stock	1730,130	,000
	Ipad / Tablet (% of times used in calls)	2,035	,175
	Laptop based materials (% of times used in calls)	1,163	,183
	Ln Avg number of products presented during the calls	2,190	,159

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	9,116	1,000	,00	,00	,00	,00
	2	,892	3,198	,00	,00	,00	,09
	3	,644	3,763	,00	,00	,00	,79

	4	,201	6,734	,00	,00	,00	,00
	5	,086	10,277	,00	,00	,00	,04
	6	,047	13,906	,00	,00	,00	,04
	7	,011	28,170	,00	,00	,02	,00
	8	,002	76,134	,00	,00	,92	,02
	9	,000	149,052	,00	,00	,01	,00
	10	,000	265,433	,02	,03	,01	,00
	11	8,653E-6	1026,452	,97	,97	,04	,01
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01
	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)	Very useful (% of calls)
1	1	,00	,00	,00	,00	,00	,00
	2	,59	,00	,00	,00	,00	,00
	3	,14	,00	,00	,00	,00	,00
	4	,01	,00	,00	,00	,02	,25
	5	,01	,00	,00	,00	,50	,02
	6	,04	,00	,00	,00	,14	,72
	7	,10	,00	,00	,17	,00	,00
	8	,00	,03	,01	,05	,04	,00
	9	,05	,57	,18	,47	,03	,00
	10	,02	,39	,81	,26	,19	,00
	11	,05	,00	,00	,05	,07	,00
2	1	,00	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,24

	7	,02	,00	,00	,00	,22	,05
	8	,05	,00	,00	,00	,00	,10
	9	,10	,00	,00	,00	,07	,41
	10	,00	,00	,00	,00	,13	,04
	11	,01	,00	,00	,00	,00	,00
	12	,02	,00	,00	,00	,02	,04
	13	,01	,00	,00	,00	,02	,00
	14	,03	,00	,00	,00	,01	,00
	15	,01	,00	,00	,00	,16	,00
	16	,01	,00	,00	,00	,01	,01
	17	,09	,00	,00	,00	,07	,01
	18	,01	,00	,00	,41	,07	,01
	19	,01	,00	,00	,02	,00	,00
	20	,00	,00	,00	,05	,08	,02
	21	,01	,05	,03	,11	,03	,04
	22	,06	,95	,97	,41	,11	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,08				
	5	,08				
	6	,69				
	7	,06				
	8	,07				
	9	,00				
	10	,02				
	11	,00				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,09	,00	,00	,00	,00
	7	,04	,00	,00	,00	,00
	8	,11	,00	,00	,00	,00
	9	,54	,00	,00	,00	,00
	10	,01	,00	,00	,01	,00
	11	,04	,00	,00	,32	,00
	12	,10	,00	,00	,22	,00
	13	,02	,00	,00	,01	,00
	14	,02	,00	,01	,01	,00
	15	,00	,00	,00	,00	,00
	16	,01	,02	,77	,01	,00

	17	,00	,33	,01	,04	,00
	18	,00	,01	,03	,02	,01
	19	,00	,31	,10	,02	,63
	20	,00	,27	,00	,33	,23
	21	,00	,00	,03	,00	,00
	22	,01	,06	,04	,02	,13

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,17
	3	,00	,00	,00	,00	,02	,16
	4	,00	,00	,00	,00	,19	,00
	5	,00	,00	,00	,00	,05	,34
	6	,00	,00	,00	,00	,06	,00
	7	,00	,00	,00	,00	,03	,00
	8	,00	,00	,00	,00	,17	,03
	9	,00	,00	,00	,00	,01	,01
	10	,00	,00	,00	,00	,07	,00
	11	,00	,00	,00	,00	,02	,01
	12	,00	,00	,00	,00	,01	,01
	13	,69	,00	,00	,00	,07	,01
	14	,01	,00	,00	,00	,01	,00
	15	,19	,00	,00	,00	,03	,03
	16	,02	,00	,00	,00	,00	,00
	17	,01	,00	,00	,00	,01	,02
	18	,00	,36	,00	,00	,01	,01
	19	,07	,00	,00	,00	,06	,11
	20	,00	,09	,02	,00	,06	,02
	21	,00	,10	,98	,05	,01	,04
	22	,00	,45	,00	,95	,10	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Avg number of products presented during the calls
1	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
2	1	,00
	2	,00
	3	,00
	4	,00
	5	,00
	6	,00
	7	,00
	8	,09
	9	,00
	10	,27
	11	,00
	12	,18
	13	,02
	14	,02
	15	,00
	16	,07
	17	,00
	18	,10
	19	,20
	20	,00
	21	,00
	22	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
avg_price_ddd drug_age printed
    incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
```

```
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age	.
2	Laptop based materials (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock	.

Variables Entered/Removed

Model	Method
1	Enter
2	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,731	,534	,424	,054744330	,534	4,841
2	,859	,738	,525	,049677867	,203	1,679

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	12	26	,130

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,131	9	,015	4,841	,000
	Residual	,114	38	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14,607	1,969		7,417	,000		
	Ln Sales in DDDs lagged one period	-,167	,133	-,172	-1,258	,216	,658	1,519
	Ln Detailing flow (calls)	,025	,027	,131	,948	,349	,641	1,559
	Ln Journal advertising flow	,007	,002	,357	3,074	,004	,910	1,099
	Ln Mailing flow	,006	,005	,143	1,123	,268	,754	1,327
	Ln Detailing stock (calls)	,117	,051	,372	2,317	,026	,475	2,107
	Ln Average drug price per DDD	-2,776	1,016	-,691	-2,733	,009	,192	5,218
	Drug age	-,005	,001	-,962	-3,728	,001	,184	5,429
	Printed material (% of times used in calls)	-,117	,061	-,264	-1,905	,064	,641	1,560
	Increase / Will begin to prescribe (% of calls)	,132	,064	,263	2,056	,047	,749	1,335
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706

	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,121	,861	,395	,140	,630
	Ln Competitive global marketing expenditures flow	,514	1,661	,105	,263	,122
	Ln Other marketing expenditures stock	,215	1,643	,109	,261	,688
	Ln Competitive global marketing expenditures stock	,597	,963	,342	,156	,032
	Ln Average competitors price per DDD	-,520	-1,342	,188	-,215	,080
	Drug age^2	-4,795	-1,557	,128	-,248	,001
	Ln Drug price x Ln Detailing flow	-3,668	-1,038	,306	-,168	,001
	Ln Drug price x Ln Detailing stock	-2,098	-,453	,653	-,074	,001
	Ipad / Tablet (% of times used in calls)	,042	,261	,796	,043	,492
	Laptop based materials (% of times used in calls)	-,052	-,431	,669	-,071	,860
	Very useful (% of calls)	-,249	-1,706	,096	-,270	,548
	Ln Avg number of products presented during the calls	,082	,500	,620	,082	,471

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged two periods	1,588	,180
	Ln Competitive global marketing expenditures flow	8,169	,092
	Ln Other marketing expenditures stock	1,453	,184
	Ln Competitive global marketing expenditures stock	31,345	,030
	Ln Average competitors price per DDD	12,495	,072
	Drug age^2	802,203	,001
	Ln Drug price x Ln Detailing flow	1021,105	,001

	Ln Drug price x Ln Detailing stock	1711,566	,000
	Ipad / Tablet (% of times used in calls)	2,034	,175
	Laptop based materials (% of times used in calls)	1,162	,184
	Very useful (% of calls)	1,825	,184
	Ln Avg number of products presented during the calls	2,125	,160

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Sales in DDDs lagged one period	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	8,265	1,000	,00	,00	,00	,00
	2	,891	3,045	,00	,00	,00	,09
	3	,634	3,611	,00	,00	,00	,85
	4	,113	8,562	,00	,00	,00	,02
	5	,084	9,935	,00	,00	,00	,02
	6	,012	26,795	,00	,00	,02	,00
	7	,002	72,414	,00	,00	,92	,02
	8	,000	141,860	,00	,00	,01	,00
	9	,000	252,730	,02	,03	,01	,00
	10	8,692E-6	975,134	,97	,97	,05	,01
2	1	18,561	1,000	,00	,00	,00	,00
	2	1,032	4,242	,00	,00	,00	,00
	3	,852	4,667	,00	,00	,00	,23
	4	,668	5,273	,00	,00	,00	,17
	5	,478	6,232	,00	,00	,00	,24
	6	,193	9,817	,00	,00	,00	,00
	7	,092	14,242	,00	,00	,00	,03
	8	,054	18,613	,00	,00	,00	,03
	9	,045	20,384	,00	,00	,00	,01
	10	,019	31,648	,00	,00	,00	,00
	11	,004	66,001	,00	,00	,00	,03
	12	,002	94,700	,00	,00	,00	,00
	13	,001	143,645	,00	,00	,00	,00
	14	,001	164,408	,00	,00	,00	,01
	15	,000	213,810	,00	,00	,00	,00
	16	5,248E-5	594,729	,00	,01	,00	,04
	17	1,734E-5	1034,546	,00	,28	,00	,00
	18	8,998E-6	1436,288	,00	,00	,00	,14
	19	5,606E-6	1819,664	,00	,31	,00	,01
	20	3,793E-6	2212,234	,02	,33	,02	,01
	21	4,206E-7	6642,914	,05	,06	,98	,01
	22	5,095E-8	19086,933	,93	,01	,00	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,62	,00	,00	,00	,00

	3	,15	,00	,00	,00	,00
	4	,00	,00	,00	,00	,01
	5	,00	,00	,00	,00	,65
	6	,11	,00	,00	,17	,00
	7	,00	,03	,01	,05	,05
	8	,05	,57	,18	,47	,03
	9	,02	,39	,81	,26	,20
	10	,04	,00	,00	,05	,07
2	1	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,22
	8	,05	,00	,00	,00	,00
	9	,10	,00	,00	,00	,07
	10	,00	,00	,00	,00	,13
	11	,01	,00	,00	,00	,00
	12	,02	,00	,00	,00	,02
	13	,01	,00	,00	,00	,02
	14	,03	,00	,00	,00	,01
	15	,01	,00	,00	,00	,16
	16	,01	,00	,00	,00	,01
	17	,09	,00	,00	,00	,07
	18	,01	,00	,00	,41	,07
	19	,01	,00	,00	,02	,00
	20	,00	,00	,00	,05	,08
	21	,01	,05	,03	,11	,03
	22	,06	,95	,97	,41	,11

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,75				
	5	,00				
	6	,11				
	7	,09				
	8	,01				
	9	,03				
	10	,01				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00

	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,09	,00	,00	,00	,00
	7	,04	,00	,00	,00	,00
	8	,11	,00	,00	,00	,00
	9	,54	,00	,00	,00	,00
	10	,01	,00	,00	,01	,00
	11	,04	,00	,00	,32	,00
	12	,10	,00	,00	,22	,00
	13	,02	,00	,00	,01	,00
	14	,02	,00	,01	,01	,00
	15	,00	,00	,00	,00	,00
	16	,01	,02	,77	,01	,00
	17	,00	,33	,01	,04	,00
	18	,00	,01	,03	,02	,01
	19	,00	,31	,10	,02	,63
	20	,00	,27	,00	,33	,23
	21	,00	,00	,03	,00	,00
	22	,01	,06	,04	,02	,13

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,02
	4	,00	,00	,00	,00	,19
	5	,00	,00	,00	,00	,05
	6	,00	,00	,00	,00	,06
	7	,00	,00	,00	,00	,03
	8	,00	,00	,00	,00	,17
	9	,00	,00	,00	,00	,01
	10	,00	,00	,00	,00	,07
	11	,00	,00	,00	,00	,02
	12	,00	,00	,00	,00	,01
	13	,69	,00	,00	,00	,07
	14	,01	,00	,00	,00	,01
	15	,19	,00	,00	,00	,03
	16	,02	,00	,00	,00	,00

	17	,01	,00	,00	,00	,01
	18	,00	,36	,00	,00	,01
	19	,07	,00	,00	,00	,06
	20	,00	,09	,02	,00	,06
	21	,00	,10	,98	,05	,01
	22	,00	,45	,00	,95	,10

Collinearity Diagnostics

		Variance Proportions		
Model	Dimension	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
2	1	,00	,00	,00
	2	,17	,00	,00
	3	,16	,00	,00
	4	,00	,00	,00
	5	,34	,00	,00
	6	,00	,24	,00
	7	,00	,05	,00
	8	,03	,10	,09
	9	,01	,41	,00
	10	,00	,04	,27
	11	,01	,00	,00
	12	,01	,04	,18
	13	,01	,00	,02
	14	,00	,00	,02
	15	,03	,00	,00
	16	,00	,01	,07
	17	,02	,01	,00
	18	,01	,01	,10
	19	,11	,00	,20
	20	,02	,02	,00
	21	,04	,04	,00
	22	,04	,00	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
```

```
printed incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Drug age, Ln Average drug price per DDD
2	Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,717	,515	,415	,055151905	,515	5,171
2	,859	,738	,525	,049677867	,223	1,698

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	13	26	,122

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,126	8	,016	5,171	,000
	Residual	,119	39	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,274	,669		18,342	,000		
	Ln Detailing flow (calls)	,031	,026	,161	1,175	,247	,661	1,512
	Ln Journal advertising flow	,007	,002	,368	3,159	,003	,916	1,092
	Ln Mailing flow	,005	,005	,116	,918	,364	,776	1,289
	Ln Detailing stock (calls)	,106	,050	,336	2,108	,042	,491	2,037
	Ln Average drug price per DDD	-2,690	1,021	-,670	-2,634	,012	,193	5,194
	Drug age	-,005	,001	-,875	-3,493	,001	,198	5,038
	Printed material (% of times used in calls)	-,093	,059	-,209	-1,579	,122	,711	1,407
	Increase / Will begin to prescribe (% of calls)	,137	,064	,273	2,122	,040	,752	1,330
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872

	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,172	-1,258	,216	-,200	,658
	Ln Sales in DDDs lagged two periods	,145	1,046	,302	,167	,646
	Ln Competitive global marketing expenditures flow	,492	1,574	,124	,247	,123
	Ln Other marketing expenditures stock	,087	,745	,461	,120	,922
	Ln Competitive global marketing expenditures stock	,389	,636	,528	,103	,034
	Ln Average competitors price per DDD	-,485	-1,242	,222	-,197	,080
	Drug age^2	-4,360	-1,404	,168	-,222	,001
	Ln Drug price x Ln Detailing flow	-2,452	-,703	,486	-,113	,001
	Ln Drug price x Ln Detailing stock	-1,592	-,342	,734	-,055	,001
	Ipad / Tablet (% of times used in calls)	,056	,352	,727	,057	,494
	Laptop based materials (% of times used in calls)	-,063	-,518	,608	-,084	,865
	Very useful (% of calls)	-,236	-1,598	,118	-,251	,550
	Ln Avg number of products presented during the calls	,096	,584	,563	,094	,473

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,519	,184
	Ln Sales in DDDs lagged two periods	1,548	,180
	Ln Competitive global marketing expenditures flow	8,147	,094
	Ln Other marketing expenditures stock	1,085	,191

	Ln Competitive global marketing expenditures stock	29,661	,030
	Ln Average competitors price per DDD	12,441	,076
	Drug age^2	794,372	,001
	Ln Drug price x Ln Detailing flow	964,940	,001
	Ln Drug price x Ln Detailing stock	1699,076	,000
	Ipad / Tablet (% of times used in calls)	2,022	,177
	Laptop based materials (% of times used in calls)	1,156	,187
	Very useful (% of calls)	1,818	,193
	Ln Avg number of products presented during the calls	2,114	,174

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,280	1,000	,00	,00	,00
	2	,884	2,869	,00	,00	,08
	3	,631	3,398	,00	,00	,86
	4	,111	8,108	,00	,00	,02
	5	,082	9,449	,00	,00	,02
	6	,011	25,399	,00	,03	,00
	7	,001	71,522	,01	,94	,02
	8	,000	136,352	,02	,00	,00
	9	9,030E-5	283,925	,97	,03	,00
2	1	18,561	1,000	,00	,00	,00
	2	1,032	4,242	,00	,00	,00
	3	,852	4,667	,00	,00	,23
	4	,668	5,273	,00	,00	,17
	5	,478	6,232	,00	,00	,24
	6	,193	9,817	,00	,00	,00
	7	,092	14,242	,00	,00	,03
	8	,054	18,613	,00	,00	,03
	9	,045	20,384	,00	,00	,01
	10	,019	31,648	,00	,00	,00
	11	,004	66,001	,00	,00	,03
	12	,002	94,700	,00	,00	,00
	13	,001	143,645	,00	,00	,00
	14	,001	164,408	,00	,00	,01
	15	,000	213,810	,00	,00	,00
	16	5,248E-5	594,729	,00	,00	,04
	17	1,734E-5	1034,546	,00	,00	,00
	18	8,998E-6	1436,288	,00	,00	,14
	19	5,606E-6	1819,664	,00	,00	,01
	20	3,793E-6	2212,234	,02	,02	,01
	21	4,206E-7	6642,914	,05	,98	,01
	22	5,095E-8	19086,933	,93	,00	,04

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,65	,00	,00	,00	,00
	3	,14	,00	,00	,00	,00
	4	,00	,00	,00	,00	,02
	5	,01	,00	,00	,00	,70
	6	,11	,00	,00	,18	,00
	7	,00	,06	,01	,06	,06
	8	,05	,48	,26	,60	,06
	9	,04	,45	,73	,16	,15
2	1	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,22
	8	,05	,00	,00	,00	,00
	9	,10	,00	,00	,00	,07
	10	,00	,00	,00	,00	,13
	11	,01	,00	,00	,00	,00
	12	,02	,00	,00	,00	,02
	13	,01	,00	,00	,00	,02
	14	,03	,00	,00	,00	,01
	15	,01	,00	,00	,00	,16
	16	,01	,00	,00	,00	,01
	17	,09	,00	,00	,00	,07
	18	,01	,00	,00	,41	,07
	19	,01	,00	,00	,02	,00
	20	,00	,00	,00	,05	,08
	21	,01	,05	,03	,11	,03
	22	,06	,95	,97	,41	,11

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Increase / Will begin to prescribe (% of calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,75				
	5	,00				
	6	,12				
	7	,08				
	8	,01				

	9	,04				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,09	,00	,00	,00	,00
	7	,04	,00	,00	,00	,00
	8	,11	,00	,00	,00	,00
	9	,54	,00	,00	,00	,00
	10	,01	,00	,00	,00	,01
	11	,04	,00	,00	,00	,32
	12	,10	,00	,00	,00	,22
	13	,02	,00	,00	,00	,01
	14	,02	,00	,00	,01	,01
	15	,00	,00	,00	,00	,00
	16	,01	,01	,02	,77	,01
	17	,00	,28	,33	,01	,04
	18	,00	,00	,01	,03	,02
	19	,00	,31	,31	,10	,02
	20	,00	,33	,27	,00	,33
	21	,00	,06	,00	,03	,00
	22	,01	,01	,06	,04	,02

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,00	,00	,00	,00	,00

	13	,00	,69	,00	,00	,00
	14	,00	,01	,00	,00	,00
	15	,00	,19	,00	,00	,00
	16	,00	,02	,00	,00	,00
	17	,00	,01	,00	,00	,00
	18	,01	,00	,36	,00	,00
	19	,63	,07	,00	,00	,00
	20	,23	,00	,09	,02	,00
	21	,00	,00	,10	,98	,05
	22	,13	,00	,45	,00	,95

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
2	1	,00	,00	,00	,00
	2	,00	,17	,00	,00
	3	,02	,16	,00	,00
	4	,19	,00	,00	,00
	5	,05	,34	,00	,00
	6	,06	,00	,24	,00
	7	,03	,00	,05	,00
	8	,17	,03	,10	,09
	9	,01	,01	,41	,00
	10	,07	,00	,04	,27
	11	,02	,01	,00	,00
	12	,01	,01	,04	,18
	13	,07	,01	,00	,02
	14	,01	,00	,00	,02
	15	,03	,03	,00	,00
	16	,00	,00	,01	,07
	17	,01	,02	,01	,00
	18	,01	,01	,01	,10
	19	,06	,11	,00	,20
	20	,06	,02	,02	,00
	21	,01	,04	,04	,00
	22	,10	,04	,00	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
```

```
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Detailing flow (calls), Ln Average drug price per DDD, Drug age
2	Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,695	,484	,393	,056171946	,484	5,353
2	,859	,738	,525	,049677867	,254	1,796

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	7	40	,000
2	14	26	,095

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,118	7	,017	5,353	,000
	Residual	,126	40	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	12,597	,649		19,409	,000		
	Ln Detailing flow (calls)	,037	,027	,192	1,388	,173	,675	1,482
	Ln Journal advertising flow	,007	,002	,342	2,908	,006	,935	1,069
	Ln Mailing flow	,005	,005	,124	,966	,340	,777	1,287
	Ln Detailing stock (calls)	,093	,050	,296	1,850	,072	,503	1,987
	Ln Average drug price per DDD	-1,908	,910	-,475	-2,098	,042	,252	3,973
	Drug age	-,004	,001	-,718	-3,067	,004	,235	4,252
	Increase / Will begin to prescribe (% of calls)	,129	,065	,257	1,968	,056	,757	1,322
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706

	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651
	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,090	-,673	,505	-,107	,730
	Ln Sales in DDDs lagged two periods	,128	,903	,372	,143	,650
	Ln Competitive global marketing expenditures flow	,524	1,654	,106	,256	,123
	Ln Other marketing expenditures stock	,091	,762	,451	,121	,922
	Ln Competitive global marketing expenditures stock	,685	1,225	,228	,192	,041
	Ln Average competitors price per DDD	-,606	-1,591	,120	-,247	,086
	Drug age^2	-3,745	-1,183	,244	-,186	,001
	Ln Drug price x Ln Detailing flow	-1,446	-,412	,683	-,066	,001
	Ln Drug price x Ln Detailing stock	-,588	-,125	,901	-,020	,001
	Ipad / Tablet (% of times used in calls)	,138	,922	,362	,146	,582
	Laptop based materials (% of times used in calls)	-,057	-,459	,649	-,073	,866
	Printed material (% of times used in calls)	-,209	-1,579	,122	-,245	,711
	Very useful (% of calls)	-,192	-1,280	,208	-,201	,565
	Ln Avg number of products presented during the calls	-,012	-,079	,938	-,013	,560

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,370	,230
	Ln Sales in DDDs lagged two periods	1,539	,233
	Ln Competitive global marketing expenditures flow	8,109	,105

	Ln Other marketing expenditures stock	1,085	,233
	Ln Competitive global marketing expenditures stock	24,533	,041
	Ln Average competitors price per DDD	11,655	,076
	Drug age^2	784,168	,001
	Ln Drug price x Ln Detailing flow	936,078	,001
	Ln Drug price x Ln Detailing stock	1667,844	,000
	Ipad / Tablet (% of times used in calls)	1,718	,218
	Laptop based materials (% of times used in calls)	1,155	,234
	Printed material (% of times used in calls)	1,407	,193
	Very useful (% of calls)	1,771	,233
	Ln Avg number of products presented during the calls	1,785	,181

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,370	1,000	,00	,00	,01
	2	,877	2,695	,00	,00	,07
	3	,630	3,179	,00	,00	,88
	4	,109	7,630	,00	,00	,02
	5	,011	23,749	,00	,03	,00
	6	,002	64,076	,01	,89	,01
	7	,000	122,619	,01	,02	,01
	8	,000	246,182	,98	,06	,00
2	1	18,561	1,000	,00	,00	,00
	2	1,032	4,242	,00	,00	,00
	3	,852	4,667	,00	,00	,23
	4	,668	5,273	,00	,00	,17
	5	,478	6,232	,00	,00	,24
	6	,193	9,817	,00	,00	,00
	7	,092	14,242	,00	,00	,03
	8	,054	18,613	,00	,00	,03
	9	,045	20,384	,00	,00	,01
	10	,019	31,648	,00	,00	,00
	11	,004	66,001	,00	,00	,03
	12	,002	94,700	,00	,00	,00
	13	,001	143,645	,00	,00	,00
	14	,001	164,408	,00	,00	,01
	15	,000	213,810	,00	,00	,00
	16	5,248E-5	594,729	,00	,00	,04
	17	1,734E-5	1034,546	,00	,00	,00
	18	8,998E-6	1436,288	,00	,00	,14
	19	5,606E-6	1819,664	,00	,00	,01
	20	3,793E-6	2212,234	,02	,02	,01
	21	4,206E-7	6642,914	,05	,98	,01
	22	5,095E-8	19086,933	,93	,00	,04

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Increase / Will begin to prescribe (% of calls)
1	1	,00	,00	,00	,00	,00
	2	,65	,00	,00	,00	,00
	3	,14	,00	,00	,00	,00
	4	,01	,00	,00	,00	,75
	5	,11	,00	,00	,21	,11
	6	,00	,05	,02	,08	,09
	7	,04	,46	,33	,64	,00
	8	,04	,48	,65	,07	,04
2	1	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,02	,00	,00	,00	,04
	8	,05	,00	,00	,00	,11
	9	,10	,00	,00	,00	,54
	10	,00	,00	,00	,00	,01
	11	,01	,00	,00	,00	,04
	12	,02	,00	,00	,00	,10
	13	,01	,00	,00	,00	,02
	14	,03	,00	,00	,00	,02
	15	,01	,00	,00	,00	,00
	16	,01	,00	,00	,00	,01
	17	,09	,00	,00	,00	,00
	18	,01	,00	,00	,41	,00
	19	,01	,00	,00	,02	,00
	20	,00	,00	,00	,05	,00
	21	,01	,05	,03	,11	,00
	22	,06	,95	,97	,41	,01

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					

2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,32	,00
	12	,00	,00	,00	,22	,00
	13	,00	,00	,00	,01	,00
	14	,00	,00	,01	,01	,00
	15	,00	,00	,00	,00	,00
	16	,01	,02	,77	,01	,00
	17	,28	,33	,01	,04	,00
	18	,00	,01	,03	,02	,01
	19	,31	,31	,10	,02	,63
	20	,33	,27	,00	,33	,23
	21	,06	,00	,03	,00	,00
	22	,01	,06	,04	,02	,13

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,02
	4	,00	,00	,00	,00	,19
	5	,00	,00	,00	,00	,05
	6	,00	,00	,00	,00	,06
	7	,00	,00	,00	,00	,03
	8	,00	,00	,00	,00	,17
	9	,00	,00	,00	,00	,01
	10	,00	,00	,00	,00	,07
	11	,00	,00	,00	,00	,02
	12	,00	,00	,00	,00	,01
	13	,69	,00	,00	,00	,07
	14	,01	,00	,00	,00	,01
	15	,19	,00	,00	,00	,03
	16	,02	,00	,00	,00	,00

	17	,01	,00	,00	,00	,01
	18	,00	,36	,00	,00	,01
	19	,07	,00	,00	,00	,06
	20	,00	,09	,02	,00	,06
	21	,00	,10	,98	,05	,01
	22	,00	,45	,00	,95	,10

Collinearity Diagnostics

		Variance Proportions			
Model	Dimension	Laptop based materials (% of times used in calls)	Printed material (% of times used in calls)	Very useful (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
2	1	,00	,00	,00	,00
	2	,17	,00	,00	,00
	3	,16	,00	,00	,00
	4	,00	,00	,00	,00
	5	,34	,00	,00	,00
	6	,00	,00	,24	,00
	7	,00	,22	,05	,00
	8	,03	,00	,10	,09
	9	,01	,07	,41	,00
	10	,00	,13	,04	,27
	11	,01	,00	,00	,00
	12	,01	,02	,04	,18
	13	,01	,02	,00	,02
	14	,00	,01	,00	,02
	15	,03	,16	,00	,00
	16	,00	,01	,01	,07
	17	,02	,07	,01	,00
	18	,01	,07	,01	,10
	19	,11	,00	,00	,20
	20	,02	,08	,02	,00
	21	,04	,03	,04	,00
	22	,04	,11	,00	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq price_x_det
    price_x_det_stock ipad_tablet laptop printed very_useful incr_or_begin
avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD
2	Ln Other marketing expenditures stock, Laptop based materials (% of times used in calls), Very useful (% of calls), Printed material (% of times used in calls), Ln Sales in DDDs lagged two periods, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Drug price x Ln Detailing flow, Ln Drug price x Ln Detailing stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,659	,434	,351	,058107549	,434	5,233
2	,859	,738	,525	,049677867	,304	2,006

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	15	26	,058

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,106	6	,018	5,233	,000
	Residual	,138	41	,003		
	Total	,244	47			
2	Regression	,180	21	,009	3,479	,002
	Residual	,064	26	,002		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,881	,655		19,681	,000		
	Ln Detailing flow (calls)	,019	,026	,097	,721	,475	,769	1,300
	Ln Journal advertising flow	,007	,002	,380	3,169	,003	,961	1,040
	Ln Mailing flow	,004	,005	,102	,768	,447	,783	1,277
	Ln Detailing stock (calls)	,082	,052	,260	1,582	,121	,510	1,962
	Ln Average drug price per DDD	-1,792	,939	-,446	-1,909	,063	,253	3,957
	Drug age	-,004	,001	-,682	-2,822	,007	,237	4,225
2	(Constant)	-,311	17,141		-,018	,986		
	Ln Detailing flow (calls)	-,210	,950	-1,094	-,221	,827	,000	2424,675
	Ln Journal advertising flow	,007	,002	,363	2,815	,009	,608	1,644
	Ln Mailing flow	,014	,006	,338	2,464	,021	,538	1,860
	Ln Detailing stock (calls)	2,601	2,176	8,253	1,196	,243	,000	4719,312
	Ln Average drug price per DDD	-32,327	31,231	-8,049	-1,035	,310	,000	5989,514
	Drug age	,047	,026	9,189	1,801	,083	,000	2579,187
	Ln Sales in DDDs lagged one period	-,461	,161	-,475	-2,859	,008	,366	2,730
	Ln Sales in DDDs lagged two periods	-,007	,148	-,007	-,048	,962	,453	2,206
	Ln Competitive global marketing expenditures flow	,038	,074	,184	,514	,612	,079	12,723
	Ln Other marketing expenditures stock	,058	,020	,451	2,927	,007	,425	2,352
	Ln Competitive global marketing expenditures stock	-,097	,215	-,403	-,449	,657	,013	79,722
	Ln Average competitors price per DDD	-1,243	,913	-,527	-1,361	,185	,067	14,872
	Drug age^2	,000	,000	-10,107	-1,920	,066	,000	2745,706
	Ln Drug price x Ln Detailing flow	-,480	1,848	-1,186	-,260	,797	,000	2062,808
	Ln Drug price x Ln Detailing stock	4,582	4,146	7,011	1,105	,279	,000	3985,481
	Ipad / Tablet (% of times used in calls)	-,157	,238	-,116	-,658	,516	,325	3,077
	Laptop based materials (% of times used in calls)	,069	,392	,023	,175	,863	,606	1,651

	Printed material (% of times used in calls)	-,268	,083	-,606	-3,225	,003	,286	3,498
	Very useful (% of calls)	-,174	,084	-,306	-2,072	,048	,462	2,167
	Increase / Will begin to prescribe (% of calls)	,225	,078	,449	2,887	,008	,418	2,393
	Ln Avg number of products presented during the calls	,184	,087	,443	2,118	,044	,230	4,340

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,111	-,808	,424	-,127	,735
	Ln Sales in DDDs lagged two periods	,173	1,213	,232	,188	,672
	Ln Competitive global marketing expenditures flow	,534	1,628	,111	,249	,123
	Ln Other marketing expenditures stock	,113	,925	,361	,145	,931
	Ln Competitive global marketing expenditures stock	,828	1,457	,153	,224	,042
	Ln Average competitors price per DDD	-,587	-1,485	,145	-,229	,086
	Drug age^2	-4,070	-1,247	,220	-,193	,001
	Ln Drug price x Ln Detailing flow	-,506	-,140	,889	-,022	,001
	Ln Drug price x Ln Detailing stock	-,128	-,026	,979	-,004	,001
	Ipad / Tablet (% of times used in calls)	,200	1,353	,184	,209	,621
	Laptop based materials (% of times used in calls)	-,069	-,540	,592	-,085	,868
	Printed material (% of times used in calls)	-,187	-1,359	,182	-,210	,715
	Very useful (% of calls)	,015	,118	,906	,019	,860
	Increase / Will begin to prescribe (% of calls)	,257	1,968	,056	,297	,757
	Ln Avg number of products presented during the calls	-,031	-,194	,847	-,031	,562

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	1,360	,231
	Ln Sales in DDDs lagged two periods	1,488	,234
	Ln Competitive global marketing expenditures flow	8,106	,106
	Ln Other marketing expenditures stock	1,074	,235
	Ln Competitive global marketing expenditures stock	24,028	,042

	Ln Average competitors price per DDD	11,649	,076
	Drug age^2	781,905	,001
	Ln Drug price x Ln Detailing flow	919,046	,001
	Ln Drug price x Ln Detailing stock	1663,644	,000
	Ipad / Tablet (% of times used in calls)	1,611	,218
	Laptop based materials (% of times used in calls)	1,152	,235
	Printed material (% of times used in calls)	1,398	,194
	Very useful (% of calls)	1,163	,233
	Increase / Will begin to prescribe (% of calls)	1,322	,235
	Ln Avg number of products presented during the calls	1,778	,181

Collinearity Diagnostics

				Variance Proportions		
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,488	1,000	,00	,00	,01
	2	,867	2,517	,00	,00	,07
	3	,630	2,951	,00	,00	,91
	4	,013	20,685	,00	,04	,00
	5	,002	56,581	,01	,89	,00
	6	,000	113,609	,01	,04	,01
	7	,000	224,432	,98	,03	,00
2	1	18,561	1,000	,00	,00	,00
	2	1,032	4,242	,00	,00	,00
	3	,852	4,667	,00	,00	,23
	4	,668	5,273	,00	,00	,17
	5	,478	6,232	,00	,00	,24
	6	,193	9,817	,00	,00	,00
	7	,092	14,242	,00	,00	,03
	8	,054	18,613	,00	,00	,03
	9	,045	20,384	,00	,00	,01
	10	,019	31,648	,00	,00	,00
	11	,004	66,001	,00	,00	,03
	12	,002	94,700	,00	,00	,00
	13	,001	143,645	,00	,00	,00
	14	,001	164,408	,00	,00	,01
	15	,000	213,810	,00	,00	,00
	16	5,248E-5	594,729	,00	,00	,04
	17	1,734E-5	1034,546	,00	,00	,00
	18	8,998E-6	1436,288	,00	,00	,14
	19	5,606E-6	1819,664	,00	,00	,01
	20	3,793E-6	2212,234	,02	,02	,01
	21	4,206E-7	6642,914	,05	,98	,01
	22	5,095E-8	19086,933	,93	,00	,04

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Ln Sales in DDDs lagged one period
1	1	,00	,00	,00	,00	

	2	,66	,00	,00	,00	
	3	,14	,00	,00	,00	
	4	,09	,00	,00	,17	
	5	,01	,05	,01	,11	
	6	,05	,48	,32	,64	
	7	,05	,47	,66	,07	
2	1	,00	,00	,00	,00	,00
	2	,27	,00	,00	,00	,00
	3	,08	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,23	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,02	,00	,00	,00	,00
	8	,05	,00	,00	,00	,00
	9	,10	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,01	,00	,00	,00	,00
	12	,02	,00	,00	,00	,00
	13	,01	,00	,00	,00	,00
	14	,03	,00	,00	,00	,00
	15	,01	,00	,00	,00	,00
	16	,01	,00	,00	,00	,01
	17	,09	,00	,00	,00	,28
	18	,01	,00	,00	,41	,00
	19	,01	,00	,00	,02	,31
	20	,00	,00	,00	,05	,33
	21	,01	,05	,03	,11	,06
	22	,06	,95	,97	,41	,01

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00

	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,01	,00	,00
	11	,00	,00	,32	,00	,00
	12	,00	,00	,22	,00	,00
	13	,00	,00	,01	,00	,69
	14	,00	,01	,01	,00	,01
	15	,00	,00	,00	,00	,19
	16	,02	,77	,01	,00	,02
	17	,33	,01	,04	,00	,01
	18	,01	,03	,02	,01	,00
	19	,31	,10	,02	,63	,07
	20	,27	,00	,33	,23	,00
	21	,00	,03	,00	,00	,00
	22	,06	,04	,02	,13	,00

Collinearity Diagnostics

			Variance Proportions			
Model	Dimension	Drug age^2	Ln Drug price x Ln Detailing flow	Ln Drug price x Ln Detailing stock	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,17
	3	,00	,00	,00	,02	,16
	4	,00	,00	,00	,19	,00
	5	,00	,00	,00	,05	,34
	6	,00	,00	,00	,06	,00
	7	,00	,00	,00	,03	,00
	8	,00	,00	,00	,17	,03
	9	,00	,00	,00	,01	,01
	10	,00	,00	,00	,07	,00
	11	,00	,00	,00	,02	,01
	12	,00	,00	,00	,01	,01
	13	,00	,00	,00	,07	,01
	14	,00	,00	,00	,01	,00
	15	,00	,00	,00	,03	,03
	16	,00	,00	,00	,00	,00
	17	,00	,00	,00	,01	,02
	18	,36	,00	,00	,01	,01
	19	,00	,00	,00	,06	,11
	20	,09	,02	,00	,06	,02
	21	,10	,98	,05	,01	,04
	22	,45	,00	,95	,10	,04

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Printed material (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1				
	2				
	3				
	4				
	5				
	6				
	7				
2	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,00	,00
	4	,00	,00	,00	,00
	5	,00	,00	,00	,00
	6	,00	,24	,09	,00
	7	,22	,05	,04	,00
	8	,00	,10	,11	,09
	9	,07	,41	,54	,00
	10	,13	,04	,01	,27
	11	,00	,00	,04	,00
	12	,02	,04	,10	,18
	13	,02	,00	,02	,02
	14	,01	,00	,02	,02
	15	,16	,00	,00	,00
	16	,01	,01	,01	,07
	17	,07	,01	,00	,00
	18	,07	,01	,00	,10
	19	,00	,00	,00	,20
	20	,08	,02	,00	,00
	21	,03	,04	,00	,00
	22	,11	,00	,01	,04

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,659	,434	,351	,058107549

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,106	6	,018	5,233	,000
	Residual	,138	41	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,881	,655		19,681
	Ln Detailing flow (calls)	,019	,026	,097	,721
	Ln Journal advertising flow	,007	,002	,380	3,169
	Ln Mailing flow	,004	,005	,102	,768
	Ln Detailing stock (calls)	,082	,052	,260	1,582
	Ln Average drug price per DDD	-1,792	,939	-,446	-1,909
	Drug age	-,004	,001	-,682	-2,822

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,475
	Ln Journal advertising flow	,003
	Ln Mailing flow	,447
	Ln Detailing stock (calls)	,121
	Ln Average drug price per DDD	,063
	Drug age	,007

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,06580448	14,26914597	14,14392900	,047493016	48
Residual	-,125153154	,097126760	,000000000	,054271966	48
Std. Predicted Value	-1,645	2,637	,000	1,000	48
Std. Residual	-2,154	1,671	,000	,934	48

```
USE ALL.
COMPUTE filter_$=(product=43).
VARIABLE LABELS filter_$ 'product=43 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652	,426	,357	,057822717

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,104	5	,021	6,222	,000
	Residual	,140	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,752	,629		20,260
	Ln Detailing flow (calls)	,019	,026	,101	,758
	Ln Journal advertising flow	,008	,002	,391	3,308
	Ln Detailing stock (calls)	,093	,050	,294	1,861
	Ln Average drug price per DDD	-1,826	,933	-,455	-1,957
	Drug age	-,003	,001	-,630	-2,729

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,453
	Ln Journal advertising flow	,002
	Ln Detailing stock (calls)	,070
	Ln Average drug price per DDD	,057
	Drug age	,009

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652	,426	,357	,057822717

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,104	5	,021	6,222	,000
	Residual	,140	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	12,752	,629		20,260
	Ln Detailing flow (calls)	,019	,026	,101	,758
	Ln Journal advertising flow	,008	,002	,391	3,308
	Ln Detailing stock (calls)	,093	,050	,294	1,861
	Ln Average drug price per DDD	-1,826	,933	-,455	-1,957
	Drug age	-,003	,001	-,630	-2,729

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,453
	Ln Journal advertising flow	,002
	Ln Detailing stock (calls)	,070
	Ln Average drug price per DDD	,057
	Drug age	,009

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,07238483	14,27240086	14,14392900	,047045236	48
Residual	-,123155139	,097017862	,000000000	,054660577	48
Std. Predicted Value	-1,521	2,731	,000	1,000	48
Std. Residual	-2,130	1,678	,000	,945	48

```
COMPUTE sq_residuals_li3=residuals_li3 ** 2.
EXECUTE.
EXAMINE VARIABLES=residuals_li3
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals LI3	48	100,0%	0	0,0%	48	100,0%

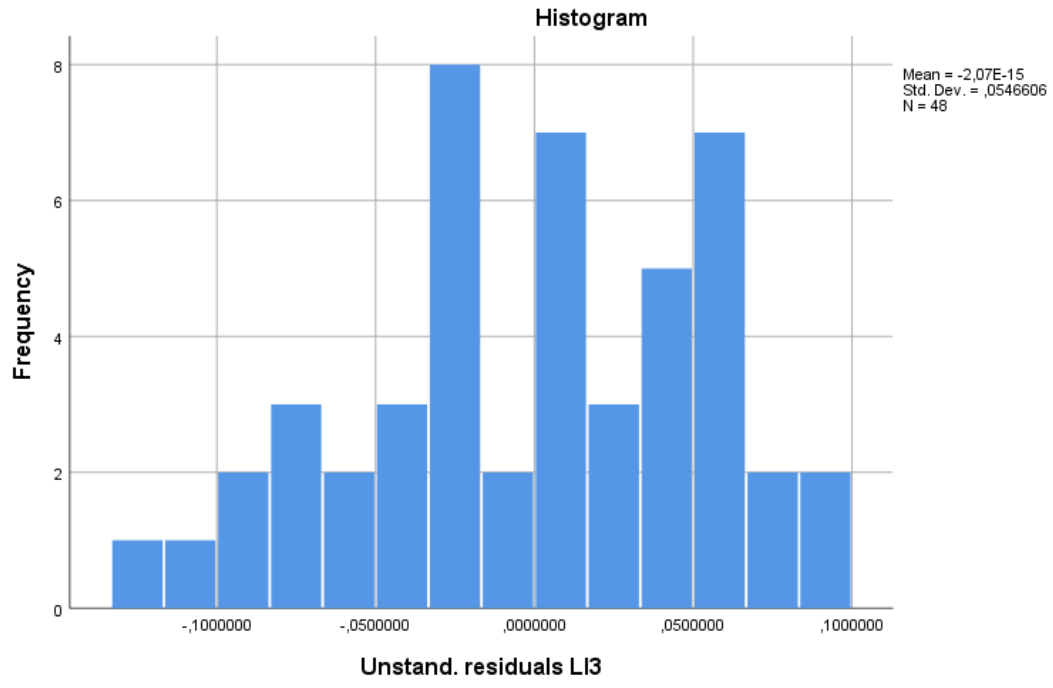
Descriptives

			Statistic	Std. Error
Unstand. residuals LI3	Mean		,000000000	,0078895747
	95% Confidence Interval for Mean	Lower Bound	-,015871777	
		Upper Bound	,015871777	
	5% Trimmed Mean		,001067620	
	Median		,003917528	
	Variance		,003	
	Std. Deviation		,0546605772	
	Minimum		-,1231551	
	Maximum		,0970179	
	Range		,2201730	
	Interquartile Range		,0787847	
	Skewness		-,280	,343
	Kurtosis		-,645	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals LI3	,083	48	,200	,977	48	,477

Unstand. residuals LI3

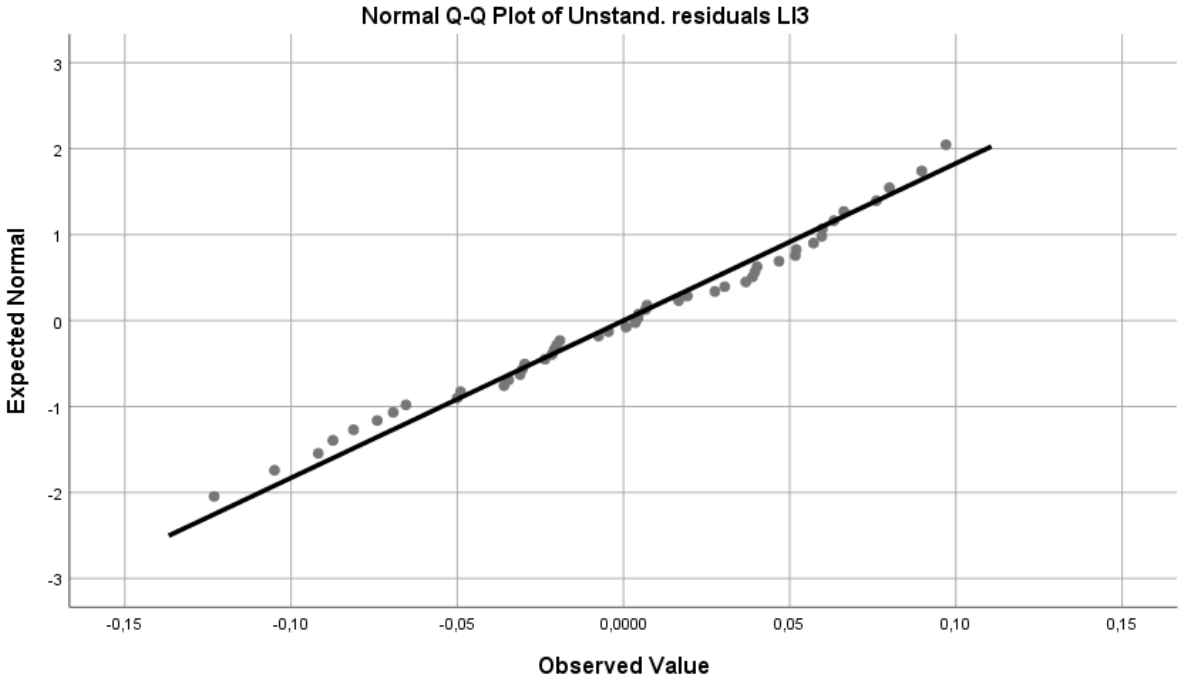


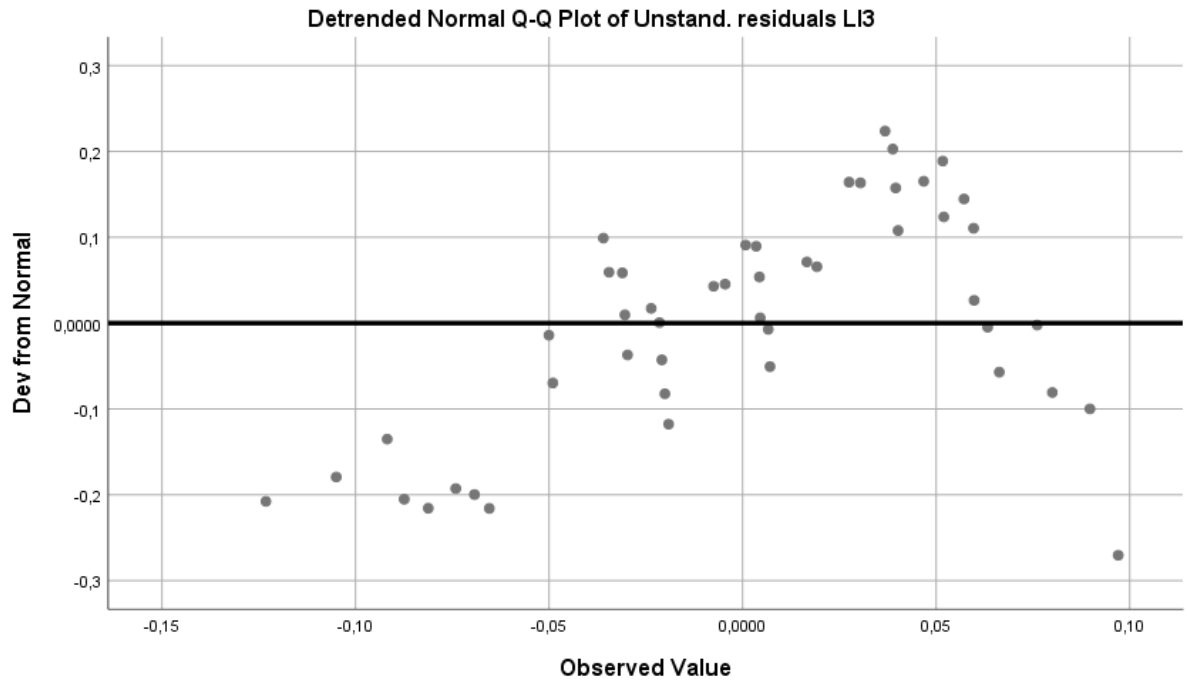
Unstand. residuals LI3 Stem-and-Leaf Plot

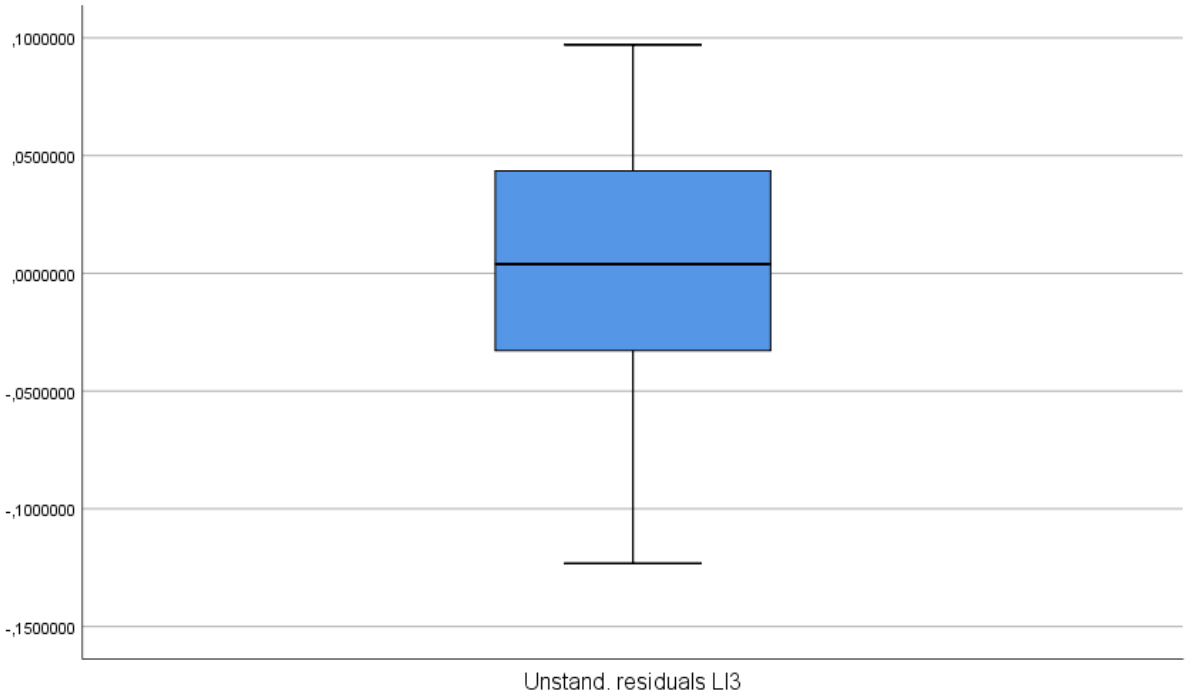
Frequency Stem & Leaf

2,00 -1 . 02
7,00 -0 . 5667889
13,00 -0 . 0012222233334
15,00 0 . 000000112333344
11,00 0 . 55555667889

Stem width: ,1000000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_li3
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,287	,082	-,027	,0034136901

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	5	,000	,753	,589
	Residual	,000	42	,000		
	Total	,001	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,035	,037		,933
	Ln Detailing flow (calls)	,000	,002	-,028	-,165
	Ln Journal advertising flow	,000	,000	-,197	-1,316
	Ln Detailing stock (calls)	-,004	,003	-,249	-1,247
	Ln Average drug price per DDD	,003	,055	,015	,051
	Drug age	-1,175E-5	,000	-,049	-,167

Coefficients

Model		Sig.
1	(Constant)	,356
	Ln Detailing flow (calls)	,870
	Ln Journal advertising flow	,195
	Ln Detailing stock (calls)	,219
	Ln Average drug price per DDD	,959
	Drug age	,868

```
REGRESSION
  /MISSING LISTWISE
```

```
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT sales_ddd
/METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age
/SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652	,426	,357	,057822717

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,104	5	,021	6,222	,000
	Residual	,140	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,752	,629		20,260
	Ln Detailing flow (calls)	,019	,026	,101	,758
	Ln Journal advertising flow	,008	,002	,391	3,308
	Ln Detailing stock (calls)	,093	,050	,294	1,861
	Ln Average drug price per DDD	-1,826	,933	-,455	-1,957
	Drug age	-,003	,001	-,630	-2,729

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,453
	Ln Journal advertising flow	,002
	Ln Detailing stock (calls)	,070
	Ln Average drug price per DDD	,057
	Drug age	,009

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,07238483	14,27240086	14,14392900	,047045236	48
Residual	-,123155139	,097017862	,000000000	,054660577	48
Std. Predicted Value	-1,521	2,731	,000	1,000	48
Std. Residual	-2,130	1,678	,000	,945	48

```
COMPUTE sq_unst_pred_li3=unstand_predi_li3 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_li3=unstand_predi_li3 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age
sq_unst_pred_li3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for LI3, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652	,426	,357	,057820018

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,104	5	,021	6,224	,000
	Residual	,140	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	7,075	2,302		3,074
	Ln Detailing flow (calls)	-1,111E-5	,027	,000	,000
	Ln Journal advertising flow	-6,520E-6	,004	,000	-,002
	Ln Detailing stock (calls)	,000	,066	-,001	-,004
	Ln Average drug price per DDD	,001	,622	,000	,002
	Squared unstand. predicted values for LI3	,035	,013	,653	2,729

Coefficients

Model		Sig.
1	(Constant)	,004
	Ln Detailing flow (calls)	1,000
	Ln Journal advertising flow	,999
	Ln Detailing stock (calls)	,997
	Ln Average drug price per DDD	,998
	Squared unstand. predicted values for LI3	,009

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	11,473	,184	,855	,029	3,612E-6

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age
cub_unst_pred_li3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for LI3, Ln Average drug price per DDD, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652	,426	,357	,057817513

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,104	5	,021	6,225	,000
	Residual	,140	42	,003		
	Total	,244	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,435	1,486		6,351
	Ln Detailing flow (calls)	-2,163E-5	,027	,000	-,001
	Ln Journal advertising flow	-1,280E-5	,004	-,001	-,004
	Ln Detailing stock (calls)	-,001	,066	-,002	-,008
	Ln Average drug price per DDD	,003	,622	,001	,004
	Cubed unstand. predicted values for LI3	,002	,001	,654	2,730

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,999
	Ln Journal advertising flow	,997
	Ln Detailing stock (calls)	,994
	Ln Average drug price per DDD	,996
	Cubed unstand. predicted values for LI3	,009

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	5,351	,172	,864	,027	1,449E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=43 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=43 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,738	,545	,370	,058437173

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,053	5	,011	3,116	,046
	Residual	,044	13	,003		
	Total	,098	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	11,389	1,563		7,286
	Ln Detailing flow (calls)	,034	,038	,209	,892
	Ln Journal advertising flow	,007	,004	,333	1,701
	Ln Detailing stock (calls)	,241	,152	,728	1,585
	Ln Average drug price per DDD	-,991	1,805	-,241	-,549
	Drug age	,002	,010	,178	,240

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,388
	Ln Journal advertising flow	,113
	Ln Detailing stock (calls)	,137
	Ln Average drug price per DDD	,593
	Drug age	,814

Period 2

```
USE ALL.
COMPUTE filter_$=(product=43 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=43 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,543	,294	,141	,060915684

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,036	5	,007	1,919	,130
	Residual	,085	23	,004		
	Total	,121	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	13,613	1,674		8,134
	Ln Detailing flow (calls)	,020	,046	,083	,435
	Ln Journal advertising flow	,008	,004	,465	2,148
	Ln Detailing stock (calls)	,060	,099	,129	,613
	Ln Average drug price per DDD	-,713	3,169	-,078	-,225
	Drug age	-,004	,003	-,464	-1,405

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,668
	Ln Journal advertising flow	,042
	Ln Detailing stock (calls)	,546
	Ln Average drug price per DDD	,824
	Drug age	,173

12.14. Product LI4

```
USE ALL.
COMPUTE filter_$=(product=44).
VARIABLE LABELS filter_$ 'product=44 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,959	,928	,056744222	,959	31,289

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price laptop printed very_useful incr_or_begin
```

```
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Mailing flow, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Very useful (% of calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Detailing stock (calls), Ln Competitive global marketing expenditures flow, Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age
2	Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,959	,931	,055721738	,959	34,156
2	,979	,959	,928	,056744222	,000	,000

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	1	27	,997

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,015	19	,106	34,156	,000
	Residual	,087	28	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,331	24,771		,094	,926
	Ln Sales in DDDs lagged one period	-,314	,209	-,334	-1,500	,145
	Ln Sales in DDDs lagged two periods	-,116	,200	-,133	-,578	,568
	Ln Detailing flow (calls)	,074	,047	,121	1,557	,131
	Ln Journal advertising flow	-,001	,003	-,016	-,303	,764
	Ln Mailing flow	,011	,010	,054	1,175	,250
	Ln Competitive global marketing expenditures flow	-,067	,068	-,114	-,995	,328
	Ln Detailing stock (calls)	-,109	,155	-,138	-,701	,489
	Ln Other marketing expenditures stock	,039	,026	,128	1,475	,151
	Ln Competitive global marketing expenditures stock	,071	,156	,100	,453	,654
	Ln Average drug price per DDD	-24,561	38,547	-,146	-,637	,529
	Ln Average competitors price per DDD	4,070	5,574	,434	,730	,471
	Drug age	,039	,012	2,584	3,178	,004
	Drug age^2	,000	,000	-1,197	-2,339	,027
	Ln Global marketing expenditures stock x Ln Average competitors price	-,270	,432	-,341	-,626	,537
	Laptop based materials (% of times used in calls)	-,252	,578	-,023	-,435	,667
	Printed material (% of times used in calls)	,143	,116	,101	1,229	,229
	Very useful (% of calls)	-,150	,206	-,045	-,729	,472
	Increase / Will begin to prescribe (% of calls)	,025	,168	,009	,148	,883
	Ln Avg number of products presented during the calls	,249	,176	,078	1,414	,168
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033

	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	,000	,004	,997	,001

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,214

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price laptop printed very_useful
avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Journal advertising flow, Laptop based materials (% of times used in calls), Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Ln Average competitors price per DDD, Drug age
2	Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,959	,933	,054774082	,959	37,310
2	,979	,959	,928	,056744222	,000	,011

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	18	29	,000
2	2	27	,989

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,015	18	,112	37,310	,000
	Residual	,087	29	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,007	24,255		,083	,935
	Ln Sales in DDDs lagged one period	-,325	,193	-,345	-1,684	,103
	Ln Sales in DDDs lagged two periods	-,121	,193	-,140	-,630	,534
	Ln Detailing flow (calls)	,072	,046	,119	1,580	,125
	Ln Journal advertising flow	-,001	,003	-,016	-,303	,764
	Ln Mailing flow	,011	,009	,054	1,187	,245
	Ln Competitive global marketing expenditures flow	-,068	,066	-,115	-1,029	,312
	Ln Detailing stock (calls)	-,108	,152	-,138	-,711	,483
	Ln Other marketing expenditures stock	,039	,026	,129	1,527	,138
	Ln Competitive global marketing expenditures stock	,076	,149	,108	,512	,613
	Ln Average drug price per DDD	-25,295	37,578	-,151	-,673	,506
	Ln Average competitors price per DDD	3,942	5,414	,420	,728	,472
	Drug age	,039	,012	2,610	3,343	,002
	Drug age^2	,000	,000	-1,208	-2,425	,022
	Ln Global marketing expenditures stock x Ln Average competitors price	-,259	,418	-,327	-,619	,540

	Laptop based materials (% of times used in calls)	-,227	,545	-,021	-,417	,680
	Printed material (% of times used in calls)	,147	,112	,103	1,315	,199
	Very useful (% of calls)	-,132	,163	-,040	-,812	,423
	Ln Avg number of products presented during the calls	,254	,171	,080	1,484	,149
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,001	-,009	,993	-,002
	Increase / Will begin to prescribe (% of calls)	,009	,148	,883	,028

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,216
	Increase / Will begin to prescribe (% of calls)	,410

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
```

```
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls)

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,958	,935	,054014687	,958	40,613
2	,979	,959	,928	,056744222	,000	,061

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	3	27	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,014	17	,118	40,613	,000
	Residual	,088	30	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,826	23,529		,163	,872
	Ln Sales in DDDs lagged one period	-,336	,188	-,357	-1,783	,085
	Ln Sales in DDDs lagged two periods	-,119	,190	-,137	-,624	,537
	Ln Detailing flow (calls)	,071	,045	,117	1,579	,125
	Ln Journal advertising flow	-,001	,003	-,022	-,438	,665
	Ln Mailing flow	,011	,009	,054	1,197	,241
	Ln Competitive global marketing expenditures flow	-,066	,065	-,111	-1,007	,322
	Ln Detailing stock (calls)	-,095	,147	-,121	-,650	,521
	Ln Other marketing expenditures stock	,041	,025	,135	1,637	,112
	Ln Competitive global marketing expenditures stock	,077	,147	,109	,521	,606
	Ln Average drug price per DDD	-22,459	36,445	-,134	-,616	,542
	Ln Average competitors price per DDD	3,615	5,283	,385	,684	,499
	Drug age	,040	,012	2,643	3,450	,002
	Drug age^2	,000	,000	-1,196	-2,439	,021
	Ln Global marketing expenditures stock x Ln Average competitors price	-,228	,405	-,289	-,563	,578
	Printed material (% of times used in calls)	,163	,103	,115	1,589	,122
	Very useful (% of calls)	-,120	,158	-,036	-,762	,452
	Ln Avg number of products presented during the calls	,243	,167	,076	1,459	,155
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494

	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ipad / Tablet (% of times used in calls)	-,008	-,096	,924	-,018
	Laptop based materials (% of times used in calls)	-,021	-,417	,680	-,077
	Increase / Will begin to prescribe (% of calls)	,002	,027	,979	,005

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ipad / Tablet (% of times used in calls)	,226
	Laptop based materials (% of times used in calls)	,582
	Increase / Will begin to prescribe (% of calls)	,445

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq
global_mkt_stock_x_comp_price
    printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average drug price per DDD, Drug age^2, Ln Average competitors price per DDD, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,958	,936	,053376061	,958	44,173
2	,979	,959	,928	,056744222	,001	,107

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	4	27	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,014	16	,126	44,173	,000
	Residual	,088	31	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,059	23,133		,219	,828
	Ln Sales in DDDs lagged one period	-,325	,185	-,346	-1,758	,089
	Ln Sales in DDDs lagged two periods	-,111	,187	-,128	-,594	,557
	Ln Detailing flow (calls)	,068	,044	,111	1,537	,135
	Ln Journal advertising flow	-,001	,003	-,019	-,392	,697
	Ln Mailing flow	,013	,009	,062	1,482	,149
	Ln Competitive global marketing expenditures flow	-,061	,064	-,103	-,957	,346
	Ln Detailing stock (calls)	-,094	,145	-,119	-,646	,523
	Ln Other marketing expenditures stock	,041	,025	,135	1,663	,106
	Ln Average drug price per DDD	-21,862	35,996	-,130	-,607	,548
	Ln Average competitors price per DDD	4,352	5,029	,464	,865	,394
	Drug age	,037	,009	2,417	3,877	,001
	Drug age^2	,000	,000	-1,085	-2,486	,019
	Ln Global marketing expenditures stock x Ln Average competitors price	-,295	,380	-,373	-,778	,443
	Printed material (% of times used in calls)	,150	,098	,106	1,525	,137
	Very useful (% of calls)	-,145	,149	-,043	-,970	,339

	Ln Avg number of products presented during the calls	,218	,157	,068	1,383	,177
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Competitive global marketing expenditures stock	,109	,521	,606	,095
	Ipad / Tablet (% of times used in calls)	-,001	-,019	,985	-,003
	Laptop based materials (% of times used in calls)	-,021	-,425	,674	-,077
	Increase / Will begin to prescribe (% of calls)	,008	,145	,886	,026

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Competitive global marketing expenditures stock	,032
	Ipad / Tablet (% of times used in calls)	,231
	Laptop based materials (% of times used in calls)	,582
	Increase / Will begin to prescribe (% of calls)	,469

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq
global_mkt_stock_x_comp_price printed
    very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Global marketing expenditures stock x Ln Average competitors price, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age, Ln Average competitors price per DDD
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,979	,958	,938	,052833928	,958	48,066
2	,979	,959	,928	,056744222	,001	,148

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	5	27	,979

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,013	15	,134	48,066	,000
	Residual	,089	32	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,165	22,897		,226	,823
	Ln Sales in DDDs lagged one period	-,277	,165	-,295	-1,683	,102
	Ln Detailing flow (calls)	,070	,043	,115	1,612	,117
	Ln Journal advertising flow	-,001	,003	-,016	-,329	,745
	Ln Mailing flow	,012	,008	,058	1,427	,163
	Ln Competitive global marketing expenditures flow	-,045	,057	-,076	-,788	,436
	Ln Detailing stock (calls)	-,058	,131	-,074	-,445	,659
	Ln Other marketing expenditures stock	,036	,023	,118	1,569	,126
	Ln Average drug price per DDD	-17,836	34,994	-,106	-,510	,614
	Ln Average competitors price per DDD	3,276	4,645	,349	,705	,486
	Drug age	,033	,007	2,192	4,472	,000
	Drug age^2	,000	,000	-,952	-2,568	,015
	Ln Global marketing expenditures stock x Ln Average competitors price	-,204	,344	-,258	-,593	,557
	Printed material (% of times used in calls)	,153	,097	,108	1,577	,125
	Very useful (% of calls)	-,169	,142	-,051	-1,189	,243
	Ln Avg number of products presented during the calls	,217	,156	,068	1,395	,173
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665

	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,128	-,594	,557	-,106
	Ln Competitive global marketing expenditures stock	,099	,481	,634	,086
	Ipad / Tablet (% of times used in calls)	,001	,013	,990	,002
	Laptop based materials (% of times used in calls)	-,020	-,408	,686	-,073
	Increase / Will begin to prescribe (% of calls)	,013	,250	,804	,045

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,029
	Ln Competitive global marketing expenditures stock	,032
	Ipad / Tablet (% of times used in calls)	,232
	Laptop based materials (% of times used in calls)	,583
	Increase / Will begin to prescribe (% of calls)	,485

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq printed
very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Average competitors price per DDD, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Global marketing expenditures stock x Ln Average competitors price

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,978	,957	,939	,052312478	,957	52,505
2	,979	,959	,928	,056744222	,002	,174

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	14	33	,000
2	6	27	,981

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,012	14	,144	52,505	,000
	Residual	,090	33	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,732	21,935		,079	,938
	Ln Sales in DDDs lagged one period	-,267	,162	-,284	-1,648	,109
	Ln Detailing flow (calls)	,067	,043	,111	1,574	,125
	Ln Journal advertising flow	-,002	,003	-,026	-,581	,565
	Ln Mailing flow	,012	,008	,059	1,457	,155
	Ln Competitive global marketing expenditures flow	-,042	,057	-,072	-,749	,459
	Ln Detailing stock (calls)	-,014	,107	-,018	-,131	,897
	Ln Other marketing expenditures stock	,042	,021	,136	2,010	,053
	Ln Average drug price per DDD	-22,083	33,916	-,132	-,651	,519
	Ln Average competitors price per DDD	,562	,791	,060	,710	,483
	Drug age	,035	,007	2,308	5,189	,000
	Drug age^2	,000	,000	-1,075	-3,546	,001
	Printed material (% of times used in calls)	,189	,076	,133	2,503	,017
	Very useful (% of calls)	-,169	,141	-,051	-1,201	,238
	Ln Avg number of products presented during the calls	,206	,153	,065	1,347	,187
2	(Constant)	2,332	25,229		,092	,927

	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,060	-,307	,761	-,054
	Ln Competitive global marketing expenditures stock	,127	,673	,506	,118
	Ln Global marketing expenditures stock x Ln Average competitors price	-,258	-,593	,557	-,104
	Ipad / Tablet (% of times used in calls)	,016	,231	,819	,041
	Laptop based materials (% of times used in calls)	-,014	-,296	,769	-,052
	Increase / Will begin to prescribe (% of calls)	,009	,171	,865	,030

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,035
	Ln Competitive global marketing expenditures stock	,037
	Ln Global marketing expenditures stock x Ln Average competitors price	,007
	Ipad / Tablet (% of times used in calls)	,269
	Laptop based materials (% of times used in calls)	,603
	Increase / Will begin to prescribe (% of calls)	,494

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing compet_global
det_stock ome_stock
    avg_price_ddd drug_age drug_age_sq printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Competitive global marketing expenditures flow, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,978	,956	,940	,051929705	,956	57,341
2	,979	,959	,928	,056744222	,002	,211

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	7	27	,980

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,010	13	,155	57,341	,000
	Residual	,092	34	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1,149	21,398		-,054	,957
	Ln Sales in DDDs lagged one period	-,273	,161	-,291	-1,698	,099
	Ln Detailing flow (calls)	,063	,042	,104	1,506	,141
	Ln Journal advertising flow	-,001	,003	-,022	-,506	,616
	Ln Mailing flow	,012	,008	,057	1,423	,164
	Ln Competitive global marketing expenditures flow	-,043	,056	-,073	-,770	,446
	Ln Detailing stock (calls)	-,027	,104	-,035	-,263	,794
	Ln Other marketing expenditures stock	,041	,021	,134	1,998	,054
	Ln Average drug price per DDD	-26,678	33,049	-,159	-,807	,425
	Drug age	,034	,006	2,231	5,209	,000
	Drug age^2	,000	,000	-1,095	-3,654	,001
	Printed material (% of times used in calls)	,182	,074	,128	2,448	,020
	Very useful (% of calls)	-,167	,140	-,050	-1,200	,239
	Ln Avg number of products presented during the calls	,183	,149	,058	1,232	,226
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,091	-,485	,631	-,084
	Ln Competitive global marketing expenditures stock	,070	,394	,696	,068
	Ln Average competitors price per DDD	,060	,710	,483	,123
	Ln Global marketing expenditures stock x Ln Average competitors price	,044	,595	,556	,103
	Ipad / Tablet (% of times used in calls)	,009	,123	,903	,021
	Laptop based materials (% of times used in calls)	-,020	-,436	,666	-,076
	Increase / Will begin to prescribe (% of calls)	,012	,227	,822	,040

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,037
	Ln Competitive global marketing expenditures stock	,042
	Ln Average competitors price per DDD	,183
	Ln Global marketing expenditures stock x Ln Average competitors price	,238
	Ipad / Tablet (% of times used in calls)	,275
	Laptop based materials (% of times used in calls)	,629
	Increase / Will begin to prescribe (% of calls)	,497

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq printed very_useful avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Printed material (% of times used in calls), Very useful (% of calls), Ln Mailing flow, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Drug age^2, Drug age
2	Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,978	,956	,940	,051627154	,956	62,800
2	,979	,959	,928	,056744222	,003	,247

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	12	35	,000
2	8	27	,978

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,009	12	,167	62,800	,000
	Residual	,093	35	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,292	20,883		-,206	,838
	Ln Sales in DDDs lagged one period	-,250	,157	-,266	-1,593	,120
	Ln Detailing flow (calls)	,052	,039	,086	1,330	,192
	Ln Journal advertising flow	-,002	,003	-,026	-,594	,556
	Ln Mailing flow	,011	,008	,055	1,386	,175
	Ln Detailing stock (calls)	-,055	,097	-,070	-,567	,574
	Ln Other marketing expenditures stock	,037	,020	,122	1,878	,069
	Ln Average drug price per DDD	-30,727	32,438	-,183	-,947	,350
	Drug age	,033	,006	2,183	5,182	,000
	Drug age^2	,000	,000	-1,082	-3,638	,001
	Printed material (% of times used in calls)	,180	,074	,127	2,433	,020
	Very useful (% of calls)	-,139	,134	-,042	-1,040	,305
	Ln Avg number of products presented during the calls	,144	,139	,045	1,037	,307
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538

	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,034	-,194	,847	-,033
	Ln Competitive global marketing expenditures flow	-,073	-,770	,446	-,131
	Ln Competitive global marketing expenditures stock	,050	,288	,775	,049
	Ln Average competitors price per DDD	,061	,732	,469	,124
	Ln Global marketing expenditures stock x Ln Average competitors price	,046	,626	,535	,107
	Ipad / Tablet (% of times used in calls)	,004	,055	,956	,009
	Laptop based materials (% of times used in calls)	-,017	-,383	,704	-,065
	Increase / Will begin to prescribe (% of calls)	,012	,241	,811	,041

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,042
	Ln Competitive global marketing expenditures flow	,143
	Ln Competitive global marketing expenditures stock	,043
	Ln Average competitors price per DDD	,183
	Ln Global marketing expenditures stock x Ln Average competitors price	,238
	Ipad / Tablet (% of times used in calls)	,277
	Laptop based materials (% of times used in calls)	,632
	Increase / Will begin to prescribe (% of calls)	,497

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Very useful (% of calls), Ln Sales in DDDs lagged one period, Printed material (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age^2, Drug age
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,977	,954	,940	,051681892	,954	68,266
2	,979	,959	,928	,056744222	,004	,318

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,962

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,006	11	,182	68,266	,000
	Residual	,096	36	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3,110	20,874		-,149	,882
	Ln Sales in DDDs lagged one period	-,246	,157	-,262	-1,567	,126
	Ln Detailing flow (calls)	,049	,039	,081	1,250	,219
	Ln Journal advertising flow	-,002	,003	-,027	-,627	,534
	Ln Mailing flow	,012	,008	,056	1,413	,166
	Ln Detailing stock (calls)	-,102	,086	-,130	-1,192	,241
	Ln Other marketing expenditures stock	,037	,020	,120	1,849	,073
	Ln Average drug price per DDD	-29,711	32,458	-,177	-,915	,366
	Drug age	,033	,006	2,163	5,135	,000
	Drug age^2	,000	,000	-1,110	-3,743	,001
	Printed material (% of times used in calls)	,184	,074	,130	2,496	,017
	Very useful (% of calls)	-,155	,133	-,047	-1,167	,251
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,054	-,308	,760	-,052
	Ln Competitive global marketing expenditures flow	-,033	-,369	,714	-,062
	Ln Competitive global marketing expenditures stock	,013	,075	,941	,013
	Ln Average competitors price per DDD	,038	,468	,643	,079
	Ln Global marketing expenditures stock x Ln Average competitors price	,028	,390	,699	,066
	Ipad / Tablet (% of times used in calls)	,024	,363	,719	,061
	Laptop based materials (% of times used in calls)	-,010	-,213	,833	-,036
	Increase / Will begin to prescribe (% of calls)	,019	,383	,704	,065
	Ln Avg number of products presented during the calls	,045	1,037	,307	,173

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,043
	Ln Competitive global marketing expenditures flow	,162
	Ln Competitive global marketing expenditures stock	,045
	Ln Average competitors price per DDD	,194
	Ln Global marketing expenditures stock x Ln Average competitors price	,250
	Ipad / Tablet (% of times used in calls)	,305
	Laptop based materials (% of times used in calls)	,649
	Increase / Will begin to prescribe (% of calls)	,507
	Ln Avg number of products presented during the calls	,664

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 det_calls journal mailing det_stock
ome_stock avg_price_ddd drug_age
    drug_age_sq printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,976	,953	,940	,051933980	,953	74,231
2	,979	,959	,928	,056744222	,006	,399

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,935

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,002	10	,200	74,231	,000
	Residual	,100	37	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,985	20,963		-,190	,850
	Ln Sales in DDDs lagged one period	-,281	,155	-,300	-1,815	,078
	Ln Detailing flow (calls)	,054	,039	,089	1,381	,176
	Ln Journal advertising flow	-,001	,003	-,021	-,480	,634
	Ln Mailing flow	,013	,008	,062	1,566	,126
	Ln Detailing stock (calls)	-,114	,086	-,145	-1,328	,192
	Ln Other marketing expenditures stock	,039	,020	,128	1,983	,055
	Ln Average drug price per DDD	-31,713	32,571	-,189	-,974	,337
	Drug age	,033	,006	2,179	5,149	,000

	Drug age^2	,000	,000	-1,097	-3,683	,001
	Printed material (% of times used in calls)	,190	,074	,134	2,561	,015
2	(Constant)	2,332	25,229		,092	,927
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged two periods	-,110	-,668	,509	-,111
	Ln Competitive global marketing expenditures flow	-,002	-,027	,978	-,005
	Ln Competitive global marketing expenditures stock	,063	,384	,703	,064
	Ln Average competitors price per DDD	,034	,410	,684	,068
	Ln Global marketing expenditures stock x Ln Average competitors price	,024	,331	,742	,055
	Ipad / Tablet (% of times used in calls)	,016	,242	,810	,040
	Laptop based materials (% of times used in calls)	,001	,016	,987	,003
	Very useful (% of calls)	-,047	-1,167	,251	-,191
	Increase / Will begin to prescribe (% of calls)	-,011	-,247	,806	-,041
	Ln Avg number of products presented during the calls	,051	1,164	,252	,190

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged two periods	,048
	Ln Competitive global marketing expenditures flow	,176
	Ln Competitive global marketing expenditures stock	,048
	Ln Average competitors price per DDD	,194
	Ln Global marketing expenditures stock x Ln Average competitors price	,250
	Ipad / Tablet (% of times used in calls)	,308
	Laptop based materials (% of times used in calls)	,675
	Very useful (% of calls)	,799
	Increase / Will begin to prescribe (% of calls)	,679
	Ln Avg number of products presented during the calls	,673

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock ome_stock avg_price_ddd
drug_age drug_age_sq
    printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Other marketing expenditures stock, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age^2, Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,974	,948	,936	,053479178	,948	77,436
2	,979	,959	,928	,056744222	,010	,614

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,801

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,993	9	,221	77,436	,000
	Residual	,109	38	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,262	21,452		,012	,990
	Ln Detailing flow (calls)	,081	,037	,132	2,153	,038
	Ln Journal advertising flow	-,001	,003	-,023	-,513	,611
	Ln Mailing flow	,010	,008	,048	1,193	,240
	Ln Detailing stock (calls)	-,113	,088	-,143	-1,276	,210
	Ln Other marketing expenditures stock	,031	,020	,102	1,572	,124
	Ln Average drug price per DDD	-19,480	32,814	-,116	-,594	,556
	Drug age	,025	,005	1,678	5,079	,000
	Drug age^2	,000	,000	-,793	-3,126	,003
	Printed material (% of times used in calls)	,154	,073	,108	2,093	,043
2	(Constant)	2,332	25,229		,092	,927
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495

	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,300	-1,815	,078	-,286
	Ln Sales in DDDs lagged two periods	-,042	-,250	,804	-,041
	Ln Competitive global marketing expenditures flow	,030	,347	,730	,057
	Ln Competitive global marketing expenditures stock	,051	,299	,766	,049
	Ln Average competitors price per DDD	,040	,474	,638	,078
	Ln Global marketing expenditures stock x Ln Average competitors price	,031	,421	,676	,069
	Ipad / Tablet (% of times used in calls)	,009	,140	,890	,023
	Laptop based materials (% of times used in calls)	-,013	-,286	,776	-,047
	Very useful (% of calls)	-,058	-1,466	,151	-,234
	Increase / Will begin to prescribe (% of calls)	-,002	-,044	,965	-,007
	Ln Avg number of products presented during the calls	,050	1,127	,267	,182

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,047
	Ln Sales in DDDs lagged two periods	,051
	Ln Competitive global marketing expenditures flow	,184
	Ln Competitive global marketing expenditures stock	,048
	Ln Average competitors price per DDD	,195
	Ln Global marketing expenditures stock x Ln Average competitors price	,251
	Ipad / Tablet (% of times used in calls)	,309
	Laptop based materials (% of times used in calls)	,696
	Very useful (% of calls)	,830
	Increase / Will begin to prescribe (% of calls)	,687
	Ln Avg number of products presented during the calls	,673

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
```

```
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
drug_age_sq printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,972	,945	,934	,054478906	,945	83,650
2	,979	,959	,928	,056744222	,014	,746

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,697

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,986	8	,248	83,650	,000
	Residual	,116	39	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,951	21,838		-,044	,965
	Ln Detailing flow (calls)	,073	,038	,120	1,932	,061
	Ln Journal advertising flow	-,001	,003	-,023	-,497	,622
	Ln Mailing flow	,009	,008	,042	1,033	,308
	Ln Detailing stock (calls)	-,105	,090	-,133	-1,166	,251
	Ln Average drug price per DDD	-21,843	33,392	-,130	-,654	,517
	Drug age	,022	,005	1,438	4,818	,000
	Drug age^2	,000	,000	-,624	-2,667	,011
	Printed material (% of times used in calls)	,194	,070	,137	2,761	,009
2	(Constant)	2,332	25,229		,092	,927
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778
	Ln Mailing flow	,011	,010	,054	1,145	,262
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537
	Drug age	,039	,013	2,584	3,082	,005
	Drug age^2	,000	,000	-1,197	-2,254	,033
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,227	-1,357	,183	-,215
	Ln Sales in DDDs lagged two periods	,043	,269	,789	,044
	Ln Competitive global marketing expenditures flow	,055	,636	,529	,103
	Ln Other marketing expenditures stock	,102	1,572	,124	,247
	Ln Competitive global marketing expenditures stock	,117	,710	,482	,114
	Ln Average competitors price per DDD	,033	,378	,708	,061
	Ln Global marketing expenditures stock x Ln Average competitors price	,014	,191	,850	,031
	Ipad / Tablet (% of times used in calls)	-,014	-,210	,835	-,034
	Laptop based materials (% of times used in calls)	-,018	-,387	,701	-,063
	Very useful (% of calls)	-,063	-1,549	,130	-,244
	Increase / Will begin to prescribe (% of calls)	-,012	-,269	,789	-,044
	Ln Avg number of products presented during the calls	,049	1,083	,286	,173

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,050
	Ln Sales in DDDs lagged two periods	,057
	Ln Competitive global marketing expenditures flow	,192
	Ln Other marketing expenditures stock	,322
	Ln Competitive global marketing expenditures stock	,052
	Ln Average competitors price per DDD	,195
	Ln Global marketing expenditures stock x Ln Average competitors price	,256
	Ipad / Tablet (% of times used in calls)	,326
	Laptop based materials (% of times used in calls)	,699
	Very useful (% of calls)	,834
	Increase / Will begin to prescribe (% of calls)	,703
	Ln Avg number of products presented during the calls	,674

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
drug_age_sq printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age^2, Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,972	,945	,934	,054478906	,945	83,650
2	,979	,959	,928	,056744222	,014	,746

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,697

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,986	8	,248	83,650	,000
	Residual	,116	39	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,951	21,838		-,044	,965		
	Ln Detailing flow (calls)	,073	,038	,120	1,932	,061	,366	2,732
	Ln Journal advertising flow	-,001	,003	-,023	-,497	,622	,688	1,454
	Ln Mailing flow	,009	,008	,042	1,033	,308	,865	1,157
	Ln Detailing stock (calls)	-,105	,090	-,133	-1,166	,251	,109	9,213

	Ln Average drug price per DDD	-21,843	33,392	-,130	-,654	,517	,036	28,036
	Drug age	,022	,005	1,438	4,818	,000	,016	63,068
	Drug age^2	,000	,000	-,624	-2,667	,011	,026	38,830
	Printed material (% of times used in calls)	,194	,070	,137	2,761	,009	,577	1,733
2	(Constant)	2,332	25,229		,092	,927		
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141	,242	4,128
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778	,473	2,116
	Ln Mailing flow	,011	,010	,054	1,145	,262	,678	1,475
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538	,032	31,716
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537	,028	35,783
	Drug age	,039	,013	2,584	3,082	,005	,002	458,767
	Drug age^2	,000	,000	-1,197	-2,254	,033	,005	184,105
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265	,195	5,135
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154	,030	33,866
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577	,028	36,203
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337	,113	8,851
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180	,178	5,622
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665	,029	34,162
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495	,004	255,971
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559	,005	215,906
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997	,214	4,668
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680	,508	1,967
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494	,362	2,761
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885	,406	2,460
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197	,437	2,289

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	-,227	-1,357	,183	-,215	,050
	Ln Sales in DDDs lagged two periods	,043	,269	,789	,044	,057

	Ln Competitive global marketing expenditures flow	,055	,636	,529	,103	,192
	Ln Other marketing expenditures stock	,102	1,572	,124	,247	,322
	Ln Competitive global marketing expenditures stock	,117	,710	,482	,114	,052
	Ln Average competitors price per DDD	,033	,378	,708	,061	,195
	Ln Global marketing expenditures stock x Ln Average competitors price	,014	,191	,850	,031	,256
	Ipad / Tablet (% of times used in calls)	-,014	-,210	,835	-,034	,326
	Laptop based materials (% of times used in calls)	-,018	-,387	,701	-,063	,699
	Very useful (% of calls)	-,063	-1,549	,130	-,244	,834
	Increase / Will begin to prescribe (% of calls)	-,012	-,269	,789	-,044	,703
	Ln Avg number of products presented during the calls	,049	1,083	,286	,173	,674

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	20,179	,009
	Ln Sales in DDDs lagged two periods	17,633	,010
	Ln Competitive global marketing expenditures flow	5,221	,016
	Ln Other marketing expenditures stock	3,109	,012
	Ln Competitive global marketing expenditures stock	19,060	,010
	Ln Average competitors price per DDD	5,123	,014
	Ln Global marketing expenditures stock x Ln Average competitors price	3,903	,013
	Ipad / Tablet (% of times used in calls)	3,069	,013
	Laptop based materials (% of times used in calls)	1,431	,016
	Very useful (% of calls)	1,200	,015
	Increase / Will begin to prescribe (% of calls)	1,423	,015
	Ln Avg number of products presented during the calls	1,485	,016

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,706	1,000	,00	,00	,00
	2	1,011	2,575	,00	,00	,05
	3	,807	2,882	,00	,00	,50
	4	,399	4,097	,00	,00	,17
	5	,071	9,698	,00	,00	,01
	6	,004	41,208	,00	,00	,09
	7	,001	109,400	,00	,91	,02
	8	6,338E-5	325,289	,00	,03	,12
	9	6,427E-8	10214,957	1,00	,06	,05
2	1	17,901	1,000	,00	,00	,00
	2	1,090	4,053	,00	,00	,01
	3	,909	4,438	,00	,00	,28
	4	,530	5,814	,00	,00	,20
	5	,338	7,281	,00	,00	,02
	6	,100	13,354	,00	,00	,00

	7	,080	14,961	,00	,00	,01
	8	,028	25,432	,00	,00	,01
	9	,014	36,044	,00	,00	,02
	10	,006	56,229	,00	,00	,06
	11	,003	83,004	,00	,00	,04
	12	,002	92,543	,00	,01	,00
	13	,001	128,076	,00	,08	,01
	14	,001	185,883	,00	,57	,00
	15	,000	392,752	,00	,07	,06
	16	6,034E-5	544,674	,00	,07	,01
	17	1,931E-5	962,778	,00	,00	,18
	18	1,434E-5	1117,153	,00	,07	,01
	19	8,937E-6	1415,252	,00	,00	,06
	20	2,332E-6	2770,836	,01	,03	,01
	21	5,189E-8	18572,704	,99	,11	,02

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Drug age^2
1	1	,00	,00	,00	,00	,00
	2	,68	,00	,00	,00	,00
	3	,05	,00	,00	,00	,00
	4	,22	,00	,00	,00	,01
	5	,00	,00	,00	,00	,01
	6	,00	,00	,00	,46	,75
	7	,01	,02	,00	,00	,02
	8	,02	,98	,00	,00	,21
	9	,01	,00	1,00	,54	,00
2	1	,00	,00	,00	,00	,00
	2	,43	,00	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,29	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,01	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,00	,00	,00	,04	,13
	12	,00	,00	,00	,02	,01
	13	,00	,00	,00	,07	,14
	14	,02	,00	,00	,02	,01
	15	,00	,01	,00	,01	,01
	16	,01	,25	,00	,00	,08
	17	,01	,17	,00	,02	,03
	18	,09	,23	,00	,02	,01
	19	,04	,06	,00	,59	,36
	20	,03	,27	,01	,21	,16
	21	,00	,00	,99	,01	,05

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				

	4	,03				
	5	,66				
	6	,02				
	7	,05				
	8	,02				
	9	,22				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,05	,00	,00	,00	,00
	7	,19	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,02	,00	,00	,00	,00
	10	,02	,00	,00	,00	,00
	11	,01	,00	,00	,00	,10
	12	,00	,00	,00	,00	,01
	13	,06	,00	,00	,00	,39
	14	,00	,00	,00	,00	,11
	15	,01	,00	,01	,50	,00
	16	,01	,00	,00	,23	,00
	17	,16	,06	,15	,02	,19
	18	,11	,13	,14	,01	,06
	19	,33	,23	,01	,04	,07
	20	,02	,56	,67	,20	,06
	21	,02	,02	,02	,01	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD	Ln Global marketing expenditures stock x Ln Average competitors price	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,01	,09
	5	,00	,00	,00	,00	,40
	6	,00	,00	,00	,28	,18
	7	,00	,00	,00	,16	,04
	8	,00	,00	,00	,02	,03
	9	,00	,00	,00	,03	,01
	10	,00	,00	,00	,07	,01
	11	,00	,00	,00	,16	,05

	12	,00	,00	,00	,02	,00
	13	,00	,00	,00	,01	,01
	14	,00	,00	,00	,02	,00
	15	,00	,01	,00	,00	,03
	16	,00	,06	,05	,03	,01
	17	,06	,23	,20	,11	,00
	18	,27	,09	,08	,05	,02
	19	,65	,29	,34	,00	,07
	20	,01	,28	,31	,02	,01
	21	,01	,03	,02	,00	,02

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,00	,01	,00
	8	,26	,05	,01
	9	,10	,38	,03
	10	,15	,18	,51
	11	,06	,11	,05
	12	,00	,01	,02
	13	,04	,06	,00
	14	,01	,02	,01
	15	,04	,00	,00
	16	,02	,01	,22
	17	,01	,00	,03
	18	,02	,00	,03
	19	,17	,12	,08
	20	,09	,04	,00
	21	,02	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
```

```
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,967	,935	,923	,058492590	,935	82,049
2	,979	,959	,928	,056744222	,024	1,193

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,336

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,965	7	,281	82,049	,000
	Residual	,137	40	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2,558	23,438		-,109	,914		
	Ln Detailing flow (calls)	,096	,040	,157	2,422	,020	,386	2,593
	Ln Journal advertising flow	-,005	,003	-,072	-1,625	,112	,827	1,209

	Ln Mailing flow	,010	,009	,050	1,151	,256	,869	1,150
	Ln Detailing stock (calls)	2,488E-7	,087	,000	,000	1,000	,134	7,451
	Ln Average drug price per DDD	-22,666	35,851	-,135	-,632	,531	,036	28,034
	Drug age	,015	,004	,975	3,741	,001	,024	41,729
	Printed material (% of times used in calls)	,241	,073	,170	3,314	,002	,617	1,621
2	(Constant)	2,332	25,229		,092	,927		
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141	,242	4,128
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778	,473	2,116
	Ln Mailing flow	,011	,010	,054	1,145	,262	,678	1,475
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538	,032	31,716
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537	,028	35,783
	Drug age	,039	,013	2,584	3,082	,005	,002	458,767
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265	,195	5,135
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154	,030	33,866
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577	,028	36,203
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337	,113	8,851
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180	,178	5,622
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665	,029	34,162
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495	,004	255,971
	Drug age^2	,000	,000	-1,197	-2,254	,033	,005	184,105
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559	,005	215,906
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997	,214	4,668
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680	,508	1,967
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494	,362	2,761
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885	,406	2,460
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197	,437	2,289

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,040	,259	,797	,041	,069
	Ln Sales in DDDs lagged two periods	,222	1,582	,122	,246	,080
	Ln Competitive global marketing expenditures flow	,018	,195	,847	,031	,196
	Ln Other marketing expenditures stock	,016	,252	,803	,040	,391
	Ln Competitive global marketing expenditures stock	-,091	-,582	,564	-,093	,068
	Ln Average competitors price per DDD	,052	,567	,574	,090	,197
	Drug age^2	-,624	-2,667	,011	-,393	,026
	Ln Global marketing expenditures stock x Ln Average competitors price	,007	,092	,927	,015	,257
	Ipad / Tablet (% of times used in calls)	,071	1,212	,233	,191	,468
	Laptop based materials (% of times used in calls)	,025	,544	,590	,087	,802
	Very useful (% of calls)	-,036	-,833	,410	-,132	,876
	Increase / Will begin to prescribe (% of calls)	-,027	-,565	,575	-,090	,714
	Ln Avg number of products presented during the calls	,063	1,310	,198	,205	,684

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	14,473	,019
	Ln Sales in DDDs lagged two periods	12,502	,020
	Ln Competitive global marketing expenditures flow	5,090	,024
	Ln Other marketing expenditures stock	2,555	,022
	Ln Competitive global marketing expenditures stock	14,803	,019
	Ln Average competitors price per DDD	5,083	,019
	Drug age^2	38,830	,016
	Ln Global marketing expenditures stock x Ln Average competitors price	3,898	,019
	Ipad / Tablet (% of times used in calls)	2,135	,024
	Laptop based materials (% of times used in calls)	1,247	,023
	Very useful (% of calls)	1,141	,024
	Increase / Will begin to prescribe (% of calls)	1,400	,023
	Ln Avg number of products presented during the calls	1,463	,023

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Journal advertising flow
1	1	6,018	1,000	,00	,00	,00
	2	1,005	2,447	,00	,00	,10
	3	,729	2,872	,00	,00	,70
	4	,186	5,689	,00	,00	,06
	5	,061	9,937	,00	,00	,03
	6	,001	102,400	,00	,93	,01

	7	7,969E-5	274,811	,00	,00	,04
	8	6,429E-8	9675,034	1,00	,07	,06
2	1	17,901	1,000	,00	,00	,00
	2	1,090	4,053	,00	,00	,01
	3	,909	4,438	,00	,00	,28
	4	,530	5,814	,00	,00	,20
	5	,338	7,281	,00	,00	,02
	6	,100	13,354	,00	,00	,00
	7	,080	14,961	,00	,00	,01
	8	,028	25,432	,00	,00	,01
	9	,014	36,044	,00	,00	,02
	10	,006	56,229	,00	,00	,06
	11	,003	83,004	,00	,00	,04
	12	,002	92,543	,00	,01	,00
	13	,001	128,076	,00	,08	,01
	14	,001	185,883	,00	,57	,00
	15	,000	392,752	,00	,07	,06
	16	6,034E-5	544,674	,00	,07	,01
	17	1,931E-5	962,778	,00	,00	,18
	18	1,434E-5	1117,153	,00	,07	,01
	19	8,937E-6	1415,252	,00	,00	,06
	20	2,332E-6	2770,836	,01	,03	,01
	21	5,189E-8	18572,704	,99	,11	,02

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,67	,00	,00	,00	,00
	3	,18	,00	,00	,00	,00
	4	,10	,00	,00	,01	,15
	5	,02	,00	,00	,01	,57
	6	,01	,02	,00	,02	,03
	7	,02	,97	,00	,16	,00
	8	,01	,00	1,00	,79	,24
2	1	,00	,00	,00	,00	,00
	2	,43	,00	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,29	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,01	,00	,00	,00	,05
	7	,00	,00	,00	,00	,19
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,02
	10	,01	,00	,00	,00	,02
	11	,00	,00	,00	,04	,01
	12	,00	,00	,00	,02	,00
	13	,00	,00	,00	,07	,06
	14	,02	,00	,00	,02	,00
	15	,00	,01	,00	,01	,01
	16	,01	,25	,00	,00	,01
	17	,01	,17	,00	,02	,16
	18	,09	,23	,00	,02	,11
	19	,04	,06	,00	,59	,33
	20	,03	,27	,01	,21	,02
	21	,00	,00	,99	,01	,02

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,10	,00
	12	,00	,00	,00	,01	,00
	13	,00	,00	,00	,39	,00
	14	,00	,00	,00	,11	,00
	15	,00	,01	,50	,00	,00
	16	,00	,00	,23	,00	,00
	17	,06	,15	,02	,19	,06
	18	,13	,14	,01	,06	,27
	19	,23	,01	,04	,07	,65
	20	,56	,67	,20	,06	,01
	21	,02	,02	,01	,00	,01

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Global marketing expenditures stock x Ln Average competitors price	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,00	,01

	4	,00	,00	,00	,01	,09
	5	,00	,00	,00	,00	,40
	6	,00	,00	,00	,28	,18
	7	,00	,00	,00	,16	,04
	8	,00	,00	,00	,02	,03
	9	,00	,00	,00	,03	,01
	10	,00	,00	,00	,07	,01
	11	,00	,13	,00	,16	,05
	12	,00	,01	,00	,02	,00
	13	,00	,14	,00	,01	,01
	14	,00	,01	,00	,02	,00
	15	,01	,01	,00	,00	,03
	16	,06	,08	,05	,03	,01
	17	,23	,03	,20	,11	,00
	18	,09	,01	,08	,05	,02
	19	,29	,36	,34	,00	,07
	20	,28	,16	,31	,02	,01
	21	,03	,05	,02	,00	,02

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,00	,01	,00
	8	,26	,05	,01
	9	,10	,38	,03
	10	,15	,18	,51
	11	,06	,11	,05
	12	,00	,01	,02
	13	,04	,06	,00
	14	,01	,02	,01
	15	,04	,00	,00
	16	,02	,01	,22
	17	,01	,00	,03
	18	,02	,00	,03
	19	,17	,12	,08
	20	,09	,04	,00
	21	,02	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
```

```
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls)
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Global marketing expenditures stock x Ln Average competitors price, Ipad / Tablet (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD, Drug age

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,955	,912	,899	,067125629	,912	70,914
2	,979	,959	,928	,056744222	,047	2,170

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	6	41	,000
2	14	27	,041

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,917	6	,320	70,914	,000
	Residual	,185	41	,005		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-79,924	12,660		-6,313	,000		
	Ln Detailing flow (calls)	,040	,042	,066	,955	,345	,449	2,226
	Ln Journal advertising flow	-,002	,003	-,027	-,542	,590	,894	1,118
	Ln Mailing flow	,012	,010	,056	1,136	,262	,871	1,148
	Ln Detailing stock (calls)	-,129	,091	-,164	-1,413	,165	,159	6,273
	Ln Average drug price per DDD	-143,035	18,147	-,852	-7,882	,000	,183	5,454
	Printed material (% of times used in calls)	,101	,072	,071	1,405	,168	,842	1,188
2	(Constant)	2,332	25,229		,092	,927		
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141	,242	4,128
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778	,473	2,116
	Ln Mailing flow	,011	,010	,054	1,145	,262	,678	1,475
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538	,032	31,716
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537	,028	35,783
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265	,195	5,135
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154	,030	33,866
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577	,028	36,203
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337	,113	8,851
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180	,178	5,622
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665	,029	34,162
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495	,004	255,971
	Drug age	,039	,013	2,584	3,082	,005	,002	458,767
	Drug age^2	,000	,000	-1,197	-2,254	,033	,005	184,105
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559	,005	215,906
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997	,214	4,668
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680	,508	1,967
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494	,362	2,761
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885	,406	2,460
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197	,437	2,289

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,257	1,657	,105	,253	,085
	Ln Sales in DDDs lagged two periods	,379	2,702	,010	,393	,094
	Ln Competitive global marketing expenditures flow	,005	,044	,965	,007	,197
	Ln Other marketing expenditures stock	-,047	-,657	,515	-,103	,422
	Ln Competitive global marketing expenditures stock	-,311	-2,051	,047	-,309	,086
	Ln Average competitors price per DDD	-,097	-1,051	,299	-,164	,249
	Drug age	,975	3,741	,001	,509	,024
	Drug age^2	,032	,134	,894	,021	,039
	Ln Global marketing expenditures stock x Ln Average competitors price	-,117	-1,461	,152	-,225	,327
	Ipad / Tablet (% of times used in calls)	,086	1,279	,208	,198	,471
	Laptop based materials (% of times used in calls)	,001	,016	,987	,003	,818
	Very useful (% of calls)	-,027	-,550	,586	-,087	,879
	Increase / Will begin to prescribe (% of calls)	-,063	-1,190	,241	-,185	,749
	Ln Avg number of products presented during the calls	,035	,629	,533	,099	,699

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	11,736	,070
	Ln Sales in DDDs lagged two periods	10,607	,081
	Ln Competitive global marketing expenditures flow	5,083	,150
	Ln Other marketing expenditures stock	2,371	,151
	Ln Competitive global marketing expenditures stock	11,572	,086
	Ln Average competitors price per DDD	4,017	,141
	Drug age	41,729	,024
	Drug age^2	25,692	,039
	Ln Global marketing expenditures stock x Ln Average competitors price	3,059	,129
	Ipad / Tablet (% of times used in calls)	2,125	,153
	Laptop based materials (% of times used in calls)	1,223	,159
	Very useful (% of calls)	1,138	,152
	Increase / Will begin to prescribe (% of calls)	1,336	,159
	Ln Avg number of products presented during the calls	1,431	,125

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,204	1,000	,00	,00	,01
	2	1,005	2,276	,00	,00	,11
	3	,694	2,738	,00	,00	,81
	4	,095	7,389	,00	,00	,00
	5	,001	66,603	,00	,42	,06
	6	,000	134,862	,00	,55	,01
	7	3,088E-7	4105,270	1,00	,03	,00
2	1	17,901	1,000	,00	,00	,00
	2	1,090	4,053	,00	,00	,01
	3	,909	4,438	,00	,00	,28
	4	,530	5,814	,00	,00	,20
	5	,338	7,281	,00	,00	,02
	6	,100	13,354	,00	,00	,00
	7	,080	14,961	,00	,00	,01
	8	,028	25,432	,00	,00	,01
	9	,014	36,044	,00	,00	,02
	10	,006	56,229	,00	,00	,06
	11	,003	83,004	,00	,00	,04
	12	,002	92,543	,00	,01	,00
	13	,001	128,076	,00	,08	,01
	14	,001	185,883	,00	,57	,00
	15	,000	392,752	,00	,07	,06
	16	6,034E-5	544,674	,00	,07	,01
	17	1,931E-5	962,778	,00	,00	,18
	18	1,434E-5	1117,153	,00	,07	,01
	19	8,937E-6	1415,252	,00	,00	,06
	20	2,332E-6	2770,836	,01	,03	,01
	21	5,189E-8	18572,704	,99	,11	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period
1	1	,00	,00	,00	,00	
	2	,67	,00	,00	,00	
	3	,21	,00	,00	,00	
	4	,01	,00	,00	,87	
	5	,08	,00	,00	,02	
	6	,01	,38	,00	,10	
	7	,01	,62	1,00	,01	
2	1	,00	,00	,00	,00	,00
	2	,43	,00	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,29	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,01	,00	,00	,05	,00
	7	,00	,00	,00	,19	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,02	,00
	10	,01	,00	,00	,02	,00
	11	,00	,00	,00	,01	,00
	12	,00	,00	,00	,00	,00
	13	,00	,00	,00	,06	,00
	14	,02	,00	,00	,00	,00

	15	,00	,01	,00	,01	,00
	16	,01	,25	,00	,01	,00
	17	,01	,17	,00	,16	,06
	18	,09	,23	,00	,11	,13
	19	,04	,06	,00	,33	,23
	20	,03	,27	,01	,02	,56
	21	,00	,00	,99	,02	,02

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,10	,00	,00
	12	,00	,00	,01	,00	,00
	13	,00	,00	,39	,00	,00
	14	,00	,00	,11	,00	,00
	15	,01	,50	,00	,00	,01
	16	,00	,23	,00	,00	,06
	17	,15	,02	,19	,06	,23
	18	,14	,01	,06	,27	,09
	19	,01	,04	,07	,65	,29
	20	,67	,20	,06	,01	,28
	21	,02	,01	,00	,01	,03

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Drug age^2	Ln Global marketing expenditures stock x Ln Average competitors price	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					

	7					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,01	,09
	5	,00	,00	,00	,00	,40
	6	,00	,00	,00	,28	,18
	7	,00	,00	,00	,16	,04
	8	,00	,00	,00	,02	,03
	9	,00	,00	,00	,03	,01
	10	,00	,00	,00	,07	,01
	11	,04	,13	,00	,16	,05
	12	,02	,01	,00	,02	,00
	13	,07	,14	,00	,01	,01
	14	,02	,01	,00	,02	,00
	15	,01	,01	,00	,00	,03
	16	,00	,08	,05	,03	,01
	17	,02	,03	,20	,11	,00
	18	,02	,01	,08	,05	,02
	19	,59	,36	,34	,00	,07
	20	,21	,16	,31	,02	,01
	21	,01	,05	,02	,00	,02

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,00	,01	,00
	8	,26	,05	,01
	9	,10	,38	,03
	10	,15	,18	,51
	11	,06	,11	,05
	12	,00	,01	,02
	13	,04	,06	,00
	14	,01	,02	,01
	15	,04	,00	,00
	16	,02	,01	,22
	17	,01	,00	,03
	18	,02	,00	,03
	19	,17	,12	,08
	20	,09	,04	,00
	21	,02	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,967	,935	,923	,058492590	,935	82,049
2	,979	,959	,928	,056744222	,024	1,193

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,336

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,965	7	,281	82,049	,000
	Residual	,137	40	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2,558	23,438		-,109	,914		
	Ln Detailing flow (calls)	,096	,040	,157	2,422	,020	,386	2,593
	Ln Journal advertising flow	-,005	,003	-,072	-1,625	,112	,827	1,209
	Ln Mailing flow	,010	,009	,050	1,151	,256	,869	1,150
	Ln Detailing stock (calls)	2,488E-7	,087	,000	,000	1,000	,134	7,451
	Ln Average drug price per DDD	-22,666	35,851	-,135	-,632	,531	,036	28,034
	Drug age	,015	,004	,975	3,741	,001	,024	41,729
	Printed material (% of times used in calls)	,241	,073	,170	3,314	,002	,617	1,621
2	(Constant)	2,332	25,229		,092	,927		
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141	,242	4,128
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778	,473	2,116
	Ln Mailing flow	,011	,010	,054	1,145	,262	,678	1,475
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538	,032	31,716
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537	,028	35,783
	Drug age	,039	,013	2,584	3,082	,005	,002	458,767
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265	,195	5,135
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154	,030	33,866
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577	,028	36,203
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337	,113	8,851
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180	,178	5,622
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665	,029	34,162
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495	,004	255,971
	Drug age^2	,000	,000	-1,197	-2,254	,033	,005	184,105
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559	,005	215,906
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997	,214	4,668
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680	,508	1,967
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494	,362	2,761

	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885	,406	2,460
	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197	,437	2,289

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,040	,259	,797	,041	,069
	Ln Sales in DDDs lagged two periods	,222	1,582	,122	,246	,080
	Ln Competitive global marketing expenditures flow	,018	,195	,847	,031	,196
	Ln Other marketing expenditures stock	,016	,252	,803	,040	,391
	Ln Competitive global marketing expenditures stock	-,091	-,582	,564	-,093	,068
	Ln Average competitors price per DDD	,052	,567	,574	,090	,197
	Drug age^2	-,624	-2,667	,011	-,393	,026
	Ln Global marketing expenditures stock x Ln Average competitors price	,007	,092	,927	,015	,257
	Ipad / Tablet (% of times used in calls)	,071	1,212	,233	,191	,468
	Laptop based materials (% of times used in calls)	,025	,544	,590	,087	,802
	Very useful (% of calls)	-,036	-,833	,410	-,132	,876
	Increase / Will begin to prescribe (% of calls)	-,027	-,565	,575	-,090	,714
	Ln Avg number of products presented during the calls	,063	1,310	,198	,205	,684

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	14,473	,019
	Ln Sales in DDDs lagged two periods	12,502	,020
	Ln Competitive global marketing expenditures flow	5,090	,024
	Ln Other marketing expenditures stock	2,555	,022
	Ln Competitive global marketing expenditures stock	14,803	,019
	Ln Average competitors price per DDD	5,083	,019
	Drug age^2	38,830	,016
	Ln Global marketing expenditures stock x Ln Average competitors price	3,898	,019
	Ipad / Tablet (% of times used in calls)	2,135	,024
	Laptop based materials (% of times used in calls)	1,247	,023
	Very useful (% of calls)	1,141	,024
	Increase / Will begin to prescribe (% of calls)	1,400	,023
	Ln Avg number of products presented during the calls	1,463	,023

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,018	1,000	,00	,00	,00
	2	1,005	2,447	,00	,00	,10
	3	,729	2,872	,00	,00	,70
	4	,186	5,689	,00	,00	,06
	5	,061	9,937	,00	,00	,03
	6	,001	102,400	,00	,93	,01
	7	7,969E-5	274,811	,00	,00	,04
	8	6,429E-8	9675,034	1,00	,07	,06
2	1	17,901	1,000	,00	,00	,00
	2	1,090	4,053	,00	,00	,01
	3	,909	4,438	,00	,00	,28
	4	,530	5,814	,00	,00	,20
	5	,338	7,281	,00	,00	,02
	6	,100	13,354	,00	,00	,00
	7	,080	14,961	,00	,00	,01
	8	,028	25,432	,00	,00	,01
	9	,014	36,044	,00	,00	,02
	10	,006	56,229	,00	,00	,06
	11	,003	83,004	,00	,00	,04
	12	,002	92,543	,00	,01	,00
	13	,001	128,076	,00	,08	,01
	14	,001	185,883	,00	,57	,00
	15	,000	392,752	,00	,07	,06
	16	6,034E-5	544,674	,00	,07	,01
	17	1,931E-5	962,778	,00	,00	,18
	18	1,434E-5	1117,153	,00	,07	,01
	19	8,937E-6	1415,252	,00	,00	,06
	20	2,332E-6	2770,836	,01	,03	,01
	21	5,189E-8	18572,704	,99	,11	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,67	,00	,00	,00	,00
	3	,18	,00	,00	,00	,00
	4	,10	,00	,00	,01	,15
	5	,02	,00	,00	,01	,57
	6	,01	,02	,00	,02	,03
	7	,02	,97	,00	,16	,00
	8	,01	,00	1,00	,79	,24
2	1	,00	,00	,00	,00	,00
	2	,43	,00	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,29	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,01	,00	,00	,00	,05
	7	,00	,00	,00	,00	,19
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,02
	10	,01	,00	,00	,00	,02
	11	,00	,00	,00	,04	,01
	12	,00	,00	,00	,02	,00
	13	,00	,00	,00	,07	,06
	14	,02	,00	,00	,02	,00
	15	,00	,01	,00	,01	,01

	16	,01	,25	,00	,00	,01
	17	,01	,17	,00	,02	,16
	18	,09	,23	,00	,02	,11
	19	,04	,06	,00	,59	,33
	20	,03	,27	,01	,21	,02
	21	,00	,00	,99	,01	,02

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,10	,00
	12	,00	,00	,00	,01	,00
	13	,00	,00	,00	,39	,00
	14	,00	,00	,00	,11	,00
	15	,00	,01	,50	,00	,00
	16	,00	,00	,23	,00	,00
	17	,06	,15	,02	,19	,06
	18	,13	,14	,01	,06	,27
	19	,23	,01	,04	,07	,65
	20	,56	,67	,20	,06	,01
	21	,02	,02	,01	,00	,01

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Global marketing expenditures stock x Ln Average competitors price	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					

	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,01	,09
	5	,00	,00	,00	,00	,40
	6	,00	,00	,00	,28	,18
	7	,00	,00	,00	,16	,04
	8	,00	,00	,00	,02	,03
	9	,00	,00	,00	,03	,01
	10	,00	,00	,00	,07	,01
	11	,00	,13	,00	,16	,05
	12	,00	,01	,00	,02	,00
	13	,00	,14	,00	,01	,01
	14	,00	,01	,00	,02	,00
	15	,01	,01	,00	,00	,03
	16	,06	,08	,05	,03	,01
	17	,23	,03	,20	,11	,00
	18	,09	,01	,08	,05	,02
	19	,29	,36	,34	,00	,07
	20	,28	,16	,31	,02	,01
	21	,03	,05	,02	,00	,02

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,00	,01	,00
	8	,26	,05	,01
	9	,10	,38	,03
	10	,15	,18	,51
	11	,06	,11	,05
	12	,00	,01	,02
	13	,04	,06	,00
	14	,01	,02	,01
	15	,04	,00	,00
	16	,02	,01	,22
	17	,01	,00	,03
	18	,02	,00	,03
	19	,17	,12	,08
	20	,09	,04	,00

21	,02	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq
    global_mkt_stock_x_comp_price ipad_tablet laptop printed very_useful
incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age
2	Very useful (% of calls), Laptop based materials (% of times used in calls), Ln Avg number of products presented during the calls, Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ipad / Tablet (% of times used in calls), Ln Global marketing expenditures stock x Ln Average competitors price, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Average competitors price per DDD

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,967	,935	,923	,058492590	,935	82,049
2	,979	,959	,928	,056744222	,024	1,193

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,336

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,965	7	,281	82,049	,000
	Residual	,137	40	,003		
	Total	2,102	47			
2	Regression	2,015	20	,101	31,289	,000
	Residual	,087	27	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2,558	23,438		-,109	,914		
	Ln Detailing flow (calls)	,096	,040	,157	2,422	,020	,386	2,593
	Ln Journal advertising flow	-,005	,003	-,072	-1,625	,112	,827	1,209
	Ln Mailing flow	,010	,009	,050	1,151	,256	,869	1,150
	Ln Detailing stock (calls)	2,488E-7	,087	,000	,000	1,000	,134	7,451
	Ln Average drug price per DDD	-22,666	35,851	-,135	-,632	,531	,036	28,034
	Drug age	,015	,004	,975	3,741	,001	,024	41,729
	Printed material (% of times used in calls)	,241	,073	,170	3,314	,002	,617	1,621
2	(Constant)	2,332	25,229		,092	,927		
	Ln Detailing flow (calls)	,073	,048	,121	1,516	,141	,242	4,128
	Ln Journal advertising flow	-,001	,004	-,016	-,285	,778	,473	2,116
	Ln Mailing flow	,011	,010	,054	1,145	,262	,678	1,475
	Ln Detailing stock (calls)	-,108	,173	-,138	-,624	,538	,032	31,716
	Ln Average drug price per DDD	-24,553	39,293	-,146	-,625	,537	,028	35,783
	Drug age	,039	,013	2,584	3,082	,005	,002	458,767
	Printed material (% of times used in calls)	,143	,126	,101	1,138	,265	,195	5,135
	Ln Sales in DDDs lagged one period	-,314	,214	-,334	-1,466	,154	,030	33,866
	Ln Sales in DDDs lagged two periods	-,116	,204	-,133	-,565	,577	,028	36,203
	Ln Competitive global marketing expenditures flow	-,067	,069	-,114	-,977	,337	,113	8,851
	Ln Other marketing expenditures stock	,039	,028	,128	1,376	,180	,178	5,622
	Ln Competitive global marketing expenditures stock	,071	,162	,100	,438	,665	,029	34,162
	Ln Average competitors price per DDD	4,063	5,875	,433	,692	,495	,004	255,971
	Drug age^2	,000	,000	-1,197	-2,254	,033	,005	184,105
	Ln Global marketing expenditures stock x Ln Average competitors price	-,269	,455	-,341	-,592	,559	,005	215,906
	Ipad / Tablet (% of times used in calls)	,001	,182	,000	,004	,997	,214	4,668
	Laptop based materials (% of times used in calls)	-,252	,604	-,023	-,417	,680	,508	1,967
	Very useful (% of calls)	-,151	,217	-,045	-,693	,494	,362	2,761
	Increase / Will begin to prescribe (% of calls)	,025	,171	,009	,145	,885	,406	2,460

	Ln Avg number of products presented during the calls	,249	,188	,078	1,323	,197	,437	2,289

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,040	,259	,797	,041	,069
	Ln Sales in DDDs lagged two periods	,222	1,582	,122	,246	,080
	Ln Competitive global marketing expenditures flow	,018	,195	,847	,031	,196
	Ln Other marketing expenditures stock	,016	,252	,803	,040	,391
	Ln Competitive global marketing expenditures stock	-,091	-,582	,564	-,093	,068
	Ln Average competitors price per DDD	,052	,567	,574	,090	,197
	Drug age^2	-,624	-2,667	,011	-,393	,026
	Ln Global marketing expenditures stock x Ln Average competitors price	,007	,092	,927	,015	,257
	Ipad / Tablet (% of times used in calls)	,071	1,212	,233	,191	,468
	Laptop based materials (% of times used in calls)	,025	,544	,590	,087	,802
	Very useful (% of calls)	-,036	-,833	,410	-,132	,876
	Increase / Will begin to prescribe (% of calls)	-,027	-,565	,575	-,090	,714
	Ln Avg number of products presented during the calls	,063	1,310	,198	,205	,684

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	14,473	,019
	Ln Sales in DDDs lagged two periods	12,502	,020
	Ln Competitive global marketing expenditures flow	5,090	,024
	Ln Other marketing expenditures stock	2,555	,022
	Ln Competitive global marketing expenditures stock	14,803	,019
	Ln Average competitors price per DDD	5,083	,019
	Drug age^2	38,830	,016
	Ln Global marketing expenditures stock x Ln Average competitors price	3,898	,019
	Ipad / Tablet (% of times used in calls)	2,135	,024
	Laptop based materials (% of times used in calls)	1,247	,023
	Very useful (% of calls)	1,141	,024
	Increase / Will begin to prescribe (% of calls)	1,400	,023
	Ln Avg number of products presented during the calls	1,463	,023

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,018	1,000	,00	,00	,00
	2	1,005	2,447	,00	,00	,10
	3	,729	2,872	,00	,00	,70
	4	,186	5,689	,00	,00	,06
	5	,061	9,937	,00	,00	,03
	6	,001	102,400	,00	,93	,01
	7	7,969E-5	274,811	,00	,00	,04
	8	6,429E-8	9675,034	1,00	,07	,06
2	1	17,901	1,000	,00	,00	,00
	2	1,090	4,053	,00	,00	,01
	3	,909	4,438	,00	,00	,28
	4	,530	5,814	,00	,00	,20
	5	,338	7,281	,00	,00	,02
	6	,100	13,354	,00	,00	,00
	7	,080	14,961	,00	,00	,01
	8	,028	25,432	,00	,00	,01
	9	,014	36,044	,00	,00	,02
	10	,006	56,229	,00	,00	,06
	11	,003	83,004	,00	,00	,04
	12	,002	92,543	,00	,01	,00
	13	,001	128,076	,00	,08	,01
	14	,001	185,883	,00	,57	,00
	15	,000	392,752	,00	,07	,06
	16	6,034E-5	544,674	,00	,07	,01
	17	1,931E-5	962,778	,00	,00	,18
	18	1,434E-5	1117,153	,00	,07	,01
	19	8,937E-6	1415,252	,00	,00	,06
	20	2,332E-6	2770,836	,01	,03	,01
	21	5,189E-8	18572,704	,99	,11	,02

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,67	,00	,00	,00	,00
	3	,18	,00	,00	,00	,00
	4	,10	,00	,00	,01	,15
	5	,02	,00	,00	,01	,57
	6	,01	,02	,00	,02	,03
	7	,02	,97	,00	,16	,00
	8	,01	,00	1,00	,79	,24
2	1	,00	,00	,00	,00	,00
	2	,43	,00	,00	,00	,00
	3	,02	,00	,00	,00	,00
	4	,29	,00	,00	,00	,00
	5	,01	,00	,00	,00	,00
	6	,01	,00	,00	,00	,05
	7	,00	,00	,00	,00	,19
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,02
	10	,01	,00	,00	,00	,02
	11	,00	,00	,00	,04	,01
	12	,00	,00	,00	,02	,00
	13	,00	,00	,00	,07	,06

	14	,02	,00	,00	,02	,00
	15	,00	,01	,00	,01	,01
	16	,01	,25	,00	,00	,01
	17	,01	,17	,00	,02	,16
	18	,09	,23	,00	,02	,11
	19	,04	,06	,00	,59	,33
	20	,03	,27	,01	,21	,02
	21	,00	,00	,99	,01	,02

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,10	,00
	12	,00	,00	,00	,01	,00
	13	,00	,00	,00	,39	,00
	14	,00	,00	,00	,11	,00
	15	,00	,01	,50	,00	,00
	16	,00	,00	,23	,00	,00
	17	,06	,15	,02	,19	,06
	18	,13	,14	,01	,06	,27
	19	,23	,01	,04	,07	,65
	20	,56	,67	,20	,06	,01
	21	,02	,02	,01	,00	,01

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Global marketing expenditures stock x Ln Average competitors price	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					

	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,01
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,01	,09
	5	,00	,00	,00	,00	,40
	6	,00	,00	,00	,28	,18
	7	,00	,00	,00	,16	,04
	8	,00	,00	,00	,02	,03
	9	,00	,00	,00	,03	,01
	10	,00	,00	,00	,07	,01
	11	,00	,13	,00	,16	,05
	12	,00	,01	,00	,02	,00
	13	,00	,14	,00	,01	,01
	14	,00	,01	,00	,02	,00
	15	,01	,01	,00	,00	,03
	16	,06	,08	,05	,03	,01
	17	,23	,03	,20	,11	,00
	18	,09	,01	,08	,05	,02
	19	,29	,36	,34	,00	,07
	20	,28	,16	,31	,02	,01
	21	,03	,05	,02	,00	,02

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,00	,01	,00
	8	,26	,05	,01
	9	,10	,38	,03
	10	,15	,18	,51
	11	,06	,11	,05
	12	,00	,01	,02
	13	,04	,06	,00
	14	,01	,02	,01
	15	,04	,00	,00
	16	,02	,01	,22
	17	,01	,00	,03
	18	,02	,00	,03
	19	,17	,12	,08

20	,09	,04	,00
21	,02	,01	,00

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_price_ddd drug_age
printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,967	,935	,923	,058492590

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,965	7	,281	82,049	,000
	Residual	,137	40	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-2,558	23,438		-,109
	Ln Detailing flow (calls)	,096	,040	,157	2,422
	Ln Journal advertising flow	-,005	,003	-,072	-1,625
	Ln Mailing flow	,010	,009	,050	1,151
	Ln Detailing stock (calls)	2,488E-7	,087	,000	,000
	Ln Average drug price per DDD	-22,666	35,851	-,135	-,632
	Drug age	,015	,004	,975	3,741
	Printed material (% of times used in calls)	,241	,073	,170	3,314

Coefficients

Model		Sig.
1	(Constant)	,914
	Ln Detailing flow (calls)	,020
	Ln Journal advertising flow	,112
	Ln Mailing flow	,256
	Ln Detailing stock (calls)	1,000
	Ln Average drug price per DDD	,531
	Drug age	,001
	Printed material (% of times used in calls)	,002

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21296597	14,04140377	13,69045333	,204473964	48
Residual	-,118148990	,112208776	,000000000	,053961240	48
Std. Predicted Value	-2,335	1,716	,000	1,000	48
Std. Residual	-2,020	1,918	,000	,923	48

```
USE ALL.
COMPUTE filter_$=(product=44).
VARIABLE LABELS filter_$ 'product=44 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966	,933	,923	,058724197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,961	6	,327	94,751	,000
	Residual	,141	41	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,508	23,463		-,022
	Ln Detailing flow (calls)	,092	,040	,150	2,316
	Ln Journal advertising flow	-,004	,003	-,061	-1,408
	Ln Detailing stock (calls)	-,012	,086	-,015	-,135
	Ln Average drug price per DDD	-19,758	35,903	-,118	-,550
	Drug age	,015	,004	,987	3,776
	Printed material (% of times used in calls)	,243	,073	,171	3,317

Coefficients

Model		Sig.
1	(Constant)	,983
	Ln Detailing flow (calls)	,026
	Ln Journal advertising flow	,167
	Ln Detailing stock (calls)	,893
	Ln Average drug price per DDD	,585
	Drug age	,001
	Printed material (% of times used in calls)	,002

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966	,933	,923	,058724197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,961	6	,327	94,751	,000
	Residual	,141	41	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,508	23,463		-,022
	Ln Detailing flow (calls)	,092	,040	,150	2,316
	Ln Journal advertising flow	-,004	,003	-,061	-1,408
	Ln Detailing stock (calls)	-,012	,086	-,015	-,135
	Ln Average drug price per DDD	-19,758	35,903	-,118	-,550
	Drug age	,015	,004	,987	3,776
	Printed material (% of times used in calls)	,243	,073	,171	3,317

Coefficients

Model		Sig.
1	(Constant)	,983
	Ln Detailing flow (calls)	,026
	Ln Journal advertising flow	,167
	Ln Detailing stock (calls)	,893
	Ln Average drug price per DDD	,585
	Drug age	,001
	Printed material (% of times used in calls)	,002

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21669483	14,04786491	13,69045333	,204237911	48
Residual	-,118782200	,111141726	,000000000	,054847910	48
Std. Predicted Value	-2,320	1,750	,000	1,000	48
Std. Residual	-2,023	1,893	,000	,934	48

```
EXAMINE VARIABLES=residuals_li4
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases Valid N	Valid Percent	Missing N	Missing Percent	Total N	Total Percent
Unstand. residuals LI4	48	100,0%	0	0,0%	48	100,0%

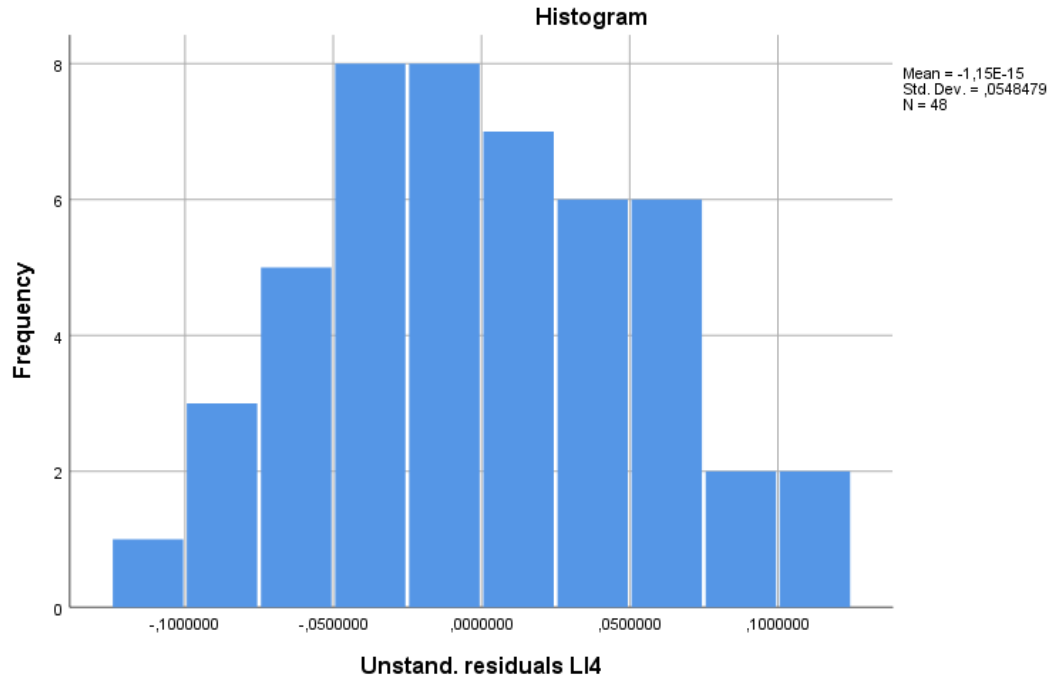
Descriptives

			Statistic	Std. Error
Unstand. residuals LI4	Mean		,000000000	,0079166139
	95% Confidence Interval for Mean	Lower Bound	-,015926173	
		Upper Bound	,015926173	
	5% Trimmed Mean		-,000115745	
	Median		-,003349031	
	Variance		,003	
	Std. Deviation		,0548479101	
	Minimum		-,1187822	
	Maximum		,1111417	
	Range		,2299239	
	Interquartile Range		,0766295	
	Skewness		,028	,343
	Kurtosis		-,590	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals LI4	,064	48	,200	,989	48	,922

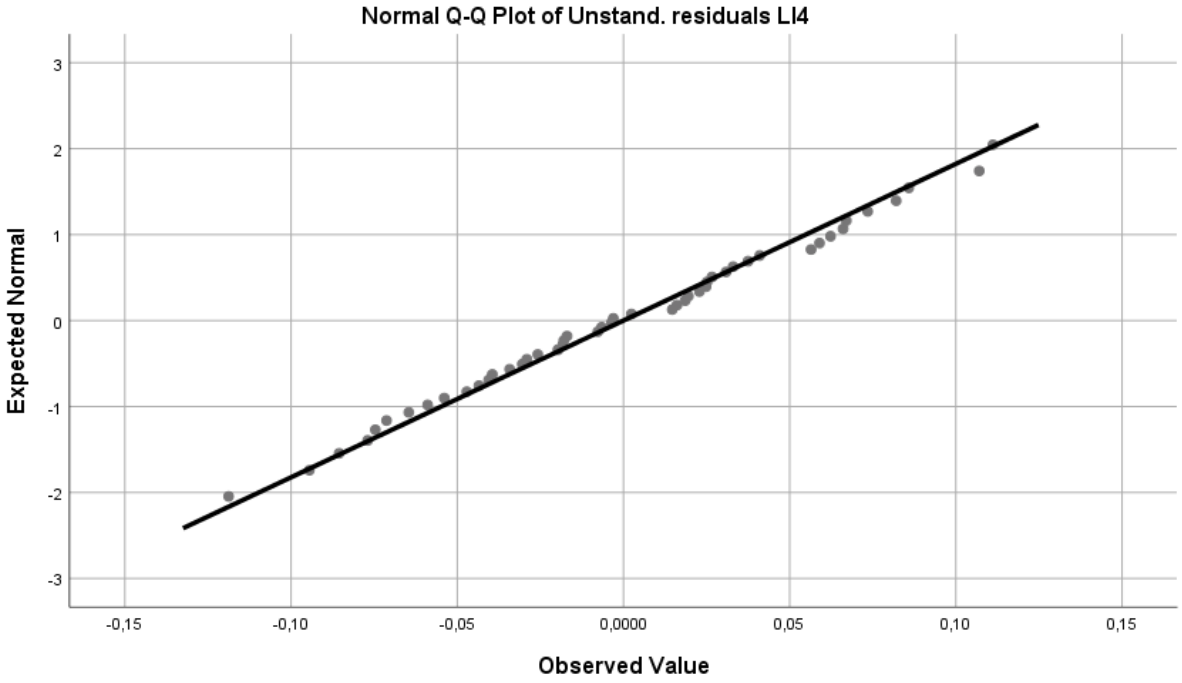
Unstand. residuals LI4

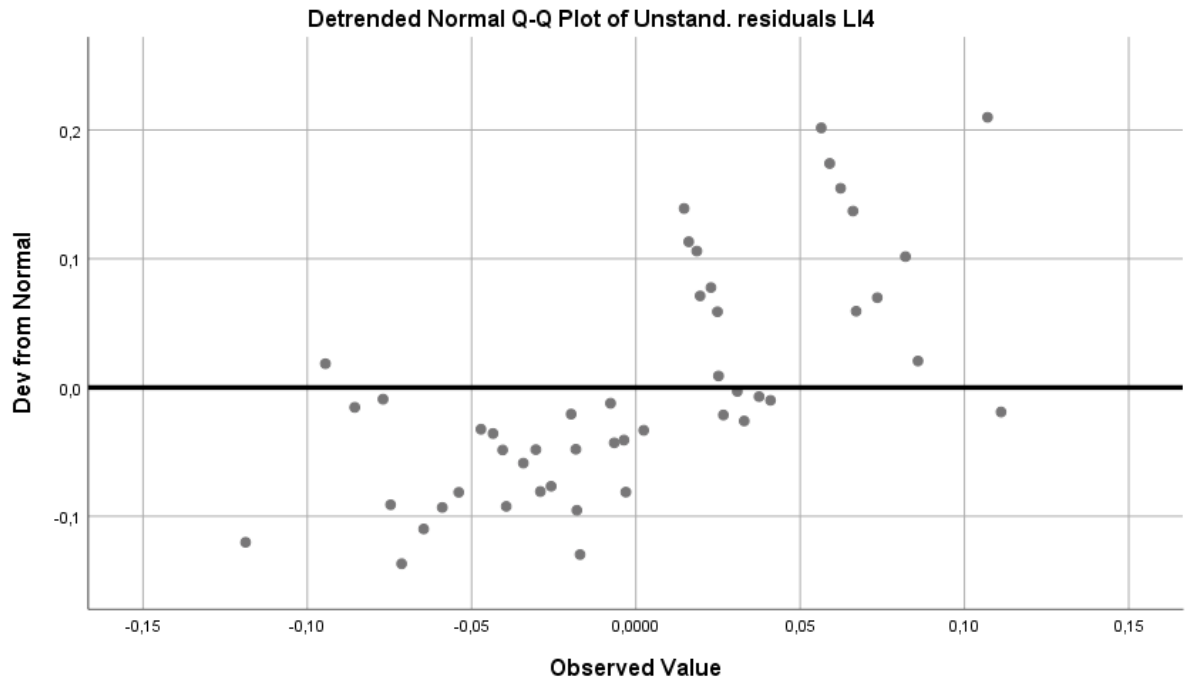


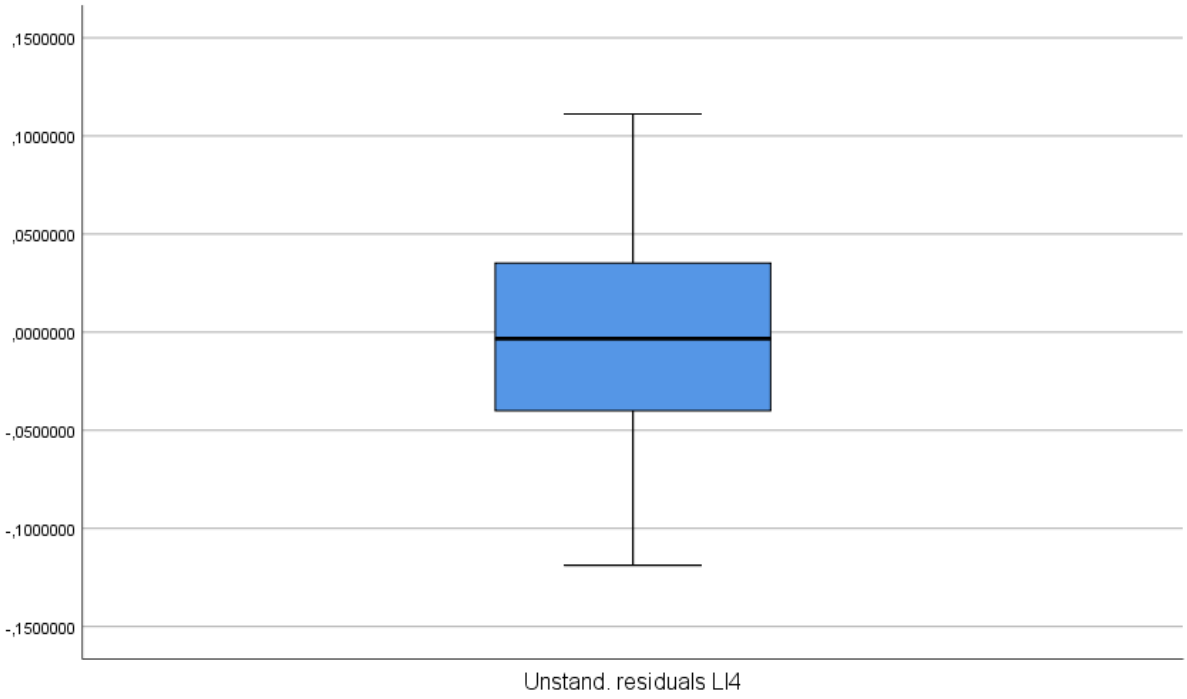
Unstand. residuals LI4 Stem-and-Leaf Plot

Frequency	Stem &	Leaf
1,00	-1 .	1
8,00	-0 .	55677789
16,00	-0 .	0000111122333444
13,00	0 .	0111122223334
8,00	0 .	55666788
2,00	1 .	01

Stem width: ,1000000
Each leaf: 1 case(s)








```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966	,933	,923	,058724197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,961	6	,327	94,751	,000
	Residual	,141	41	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,508	23,463		-,022
	Ln Detailing flow (calls)	,092	,040	,150	2,316
	Ln Journal advertising flow	-,004	,003	-,061	-1,408
	Ln Detailing stock (calls)	-,012	,086	-,015	-,135
	Ln Average drug price per DDD	-19,758	35,903	-,118	-,550
	Drug age	,015	,004	,987	3,776
	Printed material (% of times used in calls)	,243	,073	,171	3,317

Coefficients

Model		Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,983		
	Ln Detailing flow (calls)	,026	,389	2,571
	Ln Journal advertising flow	,167	,865	1,156
	Ln Detailing stock (calls)	,893	,136	7,349
	Ln Average drug price per DDD	,585	,036	27,895
	Drug age	,001	,024	41,661
	Printed material (% of times used in calls)	,002	,617	1,620

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,960	1,000	,00	,00	,01
	2	,775	2,773	,00	,00	,83
	3	,203	5,420	,00	,00	,04
	4	,062	9,816	,00	,00	,02
	5	,001	101,337	,00	,93	,01
	6	8,117E-5	270,974	,00	,00	,03
	7	6,464E-8	9602,298	1,00	,07	,07

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00
	2	,00	,00	,00	,00
	3	,00	,00	,01	,13
	4	,00	,00	,01	,59
	5	,02	,00	,02	,03
	6	,97	,00	,16	,00
	7	,00	1,00	,79	,24

```
COMPUTE sq_residuals_li4=residuals_li4 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_li4
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,560	,314	,213	,0030648309

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	6	,000	3,123	,013
	Residual	,000	41	,000		
	Total	,001	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	3,940	1,225		3,218
	Ln Detailing flow (calls)	,003	,002	,294	1,418
	Ln Journal advertising flow	,000	,000	-,287	-2,060
	Ln Detailing stock (calls)	-,007	,005	-,569	-1,624
	Ln Average drug price per DDD	5,933	1,874	2,164	3,166
	Drug age	,000	,000	2,003	2,398
	Printed material (% of times used in calls)	,012	,004	,512	3,107

Coefficients

Model		Sig.
1	(Constant)	,003
	Ln Detailing flow (calls)	,164
	Ln Journal advertising flow	,046
	Ln Detailing stock (calls)	,112
	Ln Average drug price per DDD	,003
	Drug age	,021
	Printed material (% of times used in calls)	,003

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966	,933	,923	,058724197

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,961	6	,327	94,751	,000
	Residual	,141	41	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-,508	23,463		-,022
	Ln Detailing flow (calls)	,092	,040	,150	2,316
	Ln Journal advertising flow	-,004	,003	-,061	-1,408
	Ln Detailing stock (calls)	-,012	,086	-,015	-,135
	Ln Average drug price per DDD	-19,758	35,903	-,118	-,550
	Drug age	,015	,004	,987	3,776
	Printed material (% of times used in calls)	,243	,073	,171	3,317

Coefficients

Model		Sig.
1	(Constant)	,983
	Ln Detailing flow (calls)	,026
	Ln Journal advertising flow	,167
	Ln Detailing stock (calls)	,893
	Ln Average drug price per DDD	,585
	Drug age	,001
	Printed material (% of times used in calls)	,002

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13,21669483	14,04786491	13,69045333	,204237911	48
Residual	-,118782200	,111141726	,000000000	,054847910	48
Std. Predicted Value	-2,320	1,750	,000	1,000	48
Std. Residual	-2,023	1,893	,000	,934	48

```
COMPUTE sq_unst_pred_li4=unstand_predi_li4 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_li4=unstand_predi_li4 ** 3.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed
sq_unst_pred_li4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for LI4, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965	,931	,921	,059350549

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,957	6	,326	92,618	,000
	Residual	,144	41	,004		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	3,702	25,352		,146
	Ln Detailing flow (calls)	,002	,038	,003	,045
	Ln Journal advertising flow	,000	,003	-,003	-,063
	Ln Detailing stock (calls)	-,001	,089	-,001	-,007
	Ln Average drug price per DDD	-5,025	40,948	-,030	-,123
	Printed material (% of times used in calls)	,008	,068	,006	,115
	Squared unstand. predicted values for LI4	,036	,010	,938	3,619

Coefficients

Model		Sig.
1	(Constant)	,885
	Ln Detailing flow (calls)	,964
	Ln Journal advertising flow	,950
	Ln Detailing stock (calls)	,995
	Ln Average drug price per DDD	,903
	Printed material (% of times used in calls)	,909
	Squared unstand. predicted values for LI4	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	18,100	3,171	,003	,448	4,212E-5

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed
cub_unst_pred_li4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Cubed unstand. predicted values for LI4, Ln Journal advertising flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,972	,945	,936	,053705222

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,987	7	,284	98,393	,000
	Residual	,115	40	,003		
	Total	2,102	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-77,073	33,320		-2,313
	Ln Detailing flow (calls)	,873	,263	1,432	3,324
	Ln Journal advertising flow	-,036	,011	-,552	-3,283
	Ln Detailing stock (calls)	-,185	,098	-,236	-1,893
	Ln Average drug price per DDD	-182,149	63,256	-1,085	-2,880
	Drug age	,144	,043	9,518	3,339
	Printed material (% of times used in calls)	2,257	,674	1,591	3,349
	Cubed unstand. predicted values for LI4	-,016	,005	-8,399	-3,004

Coefficients

Model		Sig.
1	(Constant)	,026
	Ln Detailing flow (calls)	,002
	Ln Journal advertising flow	,002
	Ln Detailing stock (calls)	,066
	Ln Average drug price per DDD	,006
	Drug age	,002
	Printed material (% of times used in calls)	,002
	Cubed unstand. predicted values for LI4	,005

Period 1

```
USE ALL.
COMPUTE filter_$=(product=44 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=44 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,938	,880	,820	,066216186

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,386	6	,064	14,682	,000
	Residual	,053	12	,004		
	Total	,439	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-6,066	35,153		-,173
	Ln Detailing flow (calls)	,061	,089	,109	,689
	Ln Journal advertising flow	-,002	,007	-,039	-,254
	Ln Detailing stock (calls)	,042	,365	,034	,114
	Ln Average drug price per DDD	-27,745	56,179	-,135	-,494
	Drug age	,021	,012	,766	1,771
	Printed material (% of times used in calls)	,162	,120	,194	1,354

Coefficients

Model		Sig.
1	(Constant)	,866
	Ln Detailing flow (calls)	,504
	Ln Journal advertising flow	,804
	Ln Detailing stock (calls)	,911
	Ln Average drug price per DDD	,630
	Drug age	,102
	Printed material (% of times used in calls)	,201

Period 2

```
USE ALL.
COMPUTE filter_$=(product=44 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=44 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal det_stock avg_price_ddd drug_age printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925	,855	,816	,050874265

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,337	6	,056	21,681	,000
	Residual	,057	22	,003		
	Total	,394	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	37,520	36,877		1,017
	Ln Detailing flow (calls)	,103	,049	,250	2,128
	Ln Journal advertising flow	,001	,003	,038	,424
	Ln Detailing stock (calls)	-,048	,091	-,089	-,526
	Ln Average drug price per DDD	37,554	56,245	,238	,668
	Drug age	,017	,006	1,249	3,098
	Printed material (% of times used in calls)	,103	,143	,070	,725

Coefficients

Model		Sig.
1	(Constant)	,320
	Ln Detailing flow (calls)	,045
	Ln Journal advertising flow	,676
	Ln Detailing stock (calls)	,604
	Ln Average drug price per DDD	,511
	Drug age	,005
	Printed material (% of times used in calls)	,476

12.15. Product LI5

```
USE ALL.
COMPUTE filter_$=(product=45).
VARIABLE LABELS filter_$ 'product=45 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Very useful (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,911	,829	,703	,065814483	,829	6,554

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	20	27	,000

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,519	4,773		1,366	,183
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
```

```
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Very useful (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Journal advertising flow, Ln Other marketing expenditures stock, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Increase / Will begin to prescribe (% of calls), Ln Sales in DDDs lagged two periods, Drug age^2, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,910	,829	,713	,064681505	,829	7,140
2	,911	,829	,703	,065814483	,000	,044

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	19	28	,000
2	1	27	,835

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,568	19	,030	7,140	,000
	Residual	,117	28	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,527	4,691		1,392	,175
	Ln Sales in DDDs lagged two periods	-,077	,152	-,100	-,505	,617
	Ln Detailing flow (calls)	,270	,538	1,222	,501	,620
	Ln Journal advertising flow	,004	,004	,148	1,193	,243
	Ln Mailing flow	-,010	,005	-,267	-2,003	,055

	Ln Competitive global marketing expenditures flow	,061	,041	,244	1,478	,151
	Ln Detailing stock (calls)	,178	,123	,688	1,442	,160
	Ln Other marketing expenditures stock	-,019	,021	-,127	-,886	,383
	Ln Competitive global marketing expenditures stock	,195	,097	,616	2,015	,054
	Ln Average drug price per DDD	-1,054	6,304	-,603	-,167	,868
	Ln Average competitors price per DDD	1,084	,268	3,768	4,038	,000
	Drug age	,060	,020	6,926	3,050	,005
	Drug age^2	,000	,000	-4,293	-2,072	,048
	Ln Drug price x Ln Detailing flow	-,267	,790	-1,910	-,337	,738
	Ipad / Tablet (% of times used in calls)	-,064	,238	-,031	-,266	,792
	Laptop based materials (% of times used in calls)	-,645	,548	-,117	-1,176	,250
	Printed material (% of times used in calls)	,269	,104	,333	2,591	,015
	Very useful (% of calls)	-,290	,182	-,205	-1,595	,122
	Increase / Will begin to prescribe (% of calls)	,131	,153	,110	,858	,398
	Ln Avg number of products presented during the calls	-,062	,124	-,044	-,499	,622
2	(Constant)	6,519	4,773		1,366	,183
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,038	,210	,835	,040

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,189

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det laptop
    printed very_useful incr_or_begin avg_nr_products
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Ln Avg number of products presented during the calls, Ln Competitive global marketing expenditures stock, Very useful (% of calls), Printed material (% of times used in calls), Laptop based materials (% of times used in calls), Ln Mailing flow, Drug age^2, Ln Journal advertising flow, Ln Other marketing expenditures stock, Increase / Will begin to prescribe (% of calls), Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	Change Statistics: F Change
1	,910	,828	,722	,063637059	,828	7,782
2	,911	,829	,703	,065814483	,001	,056

Model Summary

Model	Change Statistics: df1	Change Statistics: df2	Change Statistics: Sig. F Change
1	18	29	,000
2	2	27	,945

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,567	18	,032	7,782	,000
	Residual	,117	29	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,681	4,580		1,459	,155
	Ln Sales in DDDs lagged two periods	-,078	,149	-,103	-,526	,603
	Ln Detailing flow (calls)	,236	,514	1,067	,458	,650
	Ln Journal advertising flow	,004	,003	,151	1,235	,227
	Ln Mailing flow	-,010	,005	-,261	-2,019	,053
	Ln Competitive global marketing expenditures flow	,062	,041	,246	1,521	,139
	Ln Detailing stock (calls)	,185	,119	,715	1,556	,131
	Ln Other marketing expenditures stock	-,019	,021	-,131	-,932	,359
	Ln Competitive global marketing expenditures stock	,198	,094	,626	2,100	,045
	Ln Average drug price per DDD	-1,446	6,031	-,827	-,240	,812
	Ln Average competitors price per DDD	1,102	,255	3,832	4,316	,000
	Drug age	,062	,018	7,145	3,429	,002
	Drug age^2	-,001	,000	-4,480	-2,335	,027
	Ln Drug price x Ln Detailing flow	-,219	,757	-1,567	-,289	,775
	Laptop based materials (% of times used in calls)	-,622	,533	-,113	-1,167	,253
	Printed material (% of times used in calls)	,263	,100	,326	2,637	,013
	Very useful (% of calls)	-,299	,176	-,211	-1,702	,099
	Increase / Will begin to prescribe (% of calls)	,135	,150	,113	,900	,376
	Ln Avg number of products presented during the calls	-,057	,121	-,041	-,475	,639
2	(Constant)	6,519	4,773		1,366	,183
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399

	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,046	,258	,799	,049
	Ipad / Tablet (% of times used in calls)	-,031	-,266	,792	-,050

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,195
	Ipad / Tablet (% of times used in calls)	,441

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER sales_ddd_lag2 det_calls journal mailing compet_global
det_stock ome_stock
    comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd drug_age
drug_age_sq price_x_det laptop
    printed very_useful incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Drug age^2, Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Very useful (% of calls), Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,909	,827	,729	,062810034	,827	8,445
2	,911	,829	,703	,065814483	,002	,108

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	17	30	,000
2	3	27	,955

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,566	17	,033	8,445	,000
	Residual	,118	30	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,024	4,464		1,574	,126
	Ln Sales in DDDs lagged two periods	-,071	,147	-,093	-,486	,631
	Ln Detailing flow (calls)	,189	,498	,856	,379	,707
	Ln Journal advertising flow	,004	,003	,157	1,313	,199
	Ln Mailing flow	-,009	,005	-,253	-2,000	,055
	Ln Competitive global marketing expenditures flow	,057	,039	,228	1,469	,152
	Ln Detailing stock (calls)	,179	,117	,692	1,535	,135
	Ln Other marketing expenditures stock	-,018	,020	-,122	-,885	,383
	Ln Competitive global marketing expenditures stock	,197	,093	,623	2,118	,043

	Ln Average drug price per DDD	-1,973	5,851	-1,128	-,337	,738
	Ln Average competitors price per DDD	1,104	,252	3,836	4,378	,000
	Drug age	,063	,017	7,303	3,598	,001
	Drug age^2	-,001	,000	-4,687	-2,541	,016
	Ln Drug price x Ln Detailing flow	-,154	,735	-1,104	-,209	,835
	Laptop based materials (% of times used in calls)	-,613	,526	-,112	-1,166	,253
	Printed material (% of times used in calls)	,261	,098	,323	2,652	,013
	Very useful (% of calls)	-,298	,173	-,211	-1,721	,096
	Increase / Will begin to prescribe (% of calls)	,135	,148	,113	,910	,370
2	(Constant)	6,519	4,773		1,366	,183
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,062	,368	,716	,068
	Ipad / Tablet (% of times used in calls)	-,023	-,203	,840	-,038
	Ln Avg number of products presented during the calls	-,041	-,475	,639	-,088

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,207
	Ipad / Tablet (% of times used in calls)	,450
	Ln Avg number of products presented during the calls	,783

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock ome_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
laptop printed very_useful
    incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Drug age^2, Ln Journal advertising flow, Ln Mailing flow, Ln Other marketing expenditures stock, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,909	,826	,736	,062031113	,826	9,184
2	,911	,829	,703	,065814483	,003	,135

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	16	31	,000
2	4	27	,968

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,565	16	,035	9,184	,000
	Residual	,119	31	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,161	4,399		1,628	,114
	Ln Detailing flow (calls)	,091	,450	,414	,203	,840
	Ln Journal advertising flow	,005	,003	,167	1,429	,163
	Ln Mailing flow	-,009	,004	-,234	-1,968	,058
	Ln Competitive global marketing expenditures flow	,056	,038	,224	1,463	,153
	Ln Detailing stock (calls)	,175	,115	,676	1,522	,138
	Ln Other marketing expenditures stock	-,018	,020	-,122	-,894	,378
	Ln Competitive global marketing expenditures stock	,185	,089	,585	2,089	,045
	Ln Average drug price per DDD	-3,059	5,340	-1,749	-,573	,571
	Ln Average competitors price per DDD	1,053	,226	3,659	4,650	,000
	Drug age	,061	,017	7,125	3,614	,001
	Drug age^2	-,001	,000	-4,658	-2,559	,016
	Ln Drug price x Ln Detailing flow	-,004	,659	-,026	-,006	,996
	Laptop based materials (% of times used in calls)	-,594	,518	-,108	-1,147	,260
	Printed material (% of times used in calls)	,242	,089	,300	2,714	,011
	Very useful (% of calls)	-,306	,170	-,216	-1,797	,082
	Increase / Will begin to prescribe (% of calls)	,138	,146	,115	,945	,352
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052

	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,056	,338	,738	,062
	Ln Sales in DDDs lagged two periods	-,093	-,486	,631	-,088
	Ipad / Tablet (% of times used in calls)	-,026	-,233	,817	-,043
	Ln Avg number of products presented during the calls	-,037	-,428	,672	-,078

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,208
	Ln Sales in DDDs lagged two periods	,157
	Ipad / Tablet (% of times used in calls)	,451
	Ln Avg number of products presented during the calls	,791

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
laptop printed very_useful
    incr_or_begin
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Increase / Will begin to prescribe (% of calls), Laptop based materials (% of times used in calls), Ln Competitive global marketing expenditures flow, Printed material (% of times used in calls), Drug age^2, Ln Journal advertising flow, Ln Mailing flow, Very useful (% of calls), Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,906	,821	,738	,061836007	,821	9,805
2	,911	,829	,703	,065814483	,008	,250

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	15	32	,000
2	5	27	,936

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,562	15	,037	9,805	,000
	Residual	,122	32	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,023	4,383		1,602	,119
	Ln Detailing flow (calls)	,117	,448	,528	,260	,796
	Ln Journal advertising flow	,004	,003	,150	1,304	,202
	Ln Mailing flow	-,010	,004	-,268	-2,374	,024
	Ln Competitive global marketing expenditures flow	,058	,038	,232	1,520	,138
	Ln Detailing stock (calls)	,128	,102	,497	1,257	,218
	Ln Competitive global marketing expenditures stock	,191	,088	,603	2,165	,038

	Ln Average drug price per DDD	-2,462	5,282	-1,408	-,466	,644
	Ln Average competitors price per DDD	1,046	,226	3,637	4,637	,000
	Drug age	,059	,017	6,797	3,520	,001
	Drug age^2	-,001	,000	-4,479	-2,483	,018
	Ln Drug price x Ln Detailing flow	-,059	,654	-,425	-,091	,928
	Laptop based materials (% of times used in calls)	-,719	,497	-,131	-1,447	,158
	Printed material (% of times used in calls)	,251	,088	,311	2,844	,008
	Very useful (% of calls)	-,258	,161	-,182	-1,600	,119
	Increase / Will begin to prescribe (% of calls)	,116	,144	,097	,810	,424
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,062	,371	,713	,066
	Ln Sales in DDDs lagged two periods	-,092	-,484	,632	-,087
	Ln Other marketing expenditures stock	-,122	-,894	,378	-,159

	Ipad / Tablet (% of times used in calls)	-,038	-,337	,739	-,060
	Ln Avg number of products presented during the calls	-,025	-,301	,766	-,054

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,208
	Ln Sales in DDDs lagged two periods	,157
	Ln Other marketing expenditures stock	,304
	Ipad / Tablet (% of times used in calls)	,458
	Ln Avg number of products presented during the calls	,807

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
laptop printed very_useful
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Very useful (% of calls), Ln Detailing flow (calls), Laptop based materials (% of times used in calls), Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Drug age^2, Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change
1	,904	,818	,740	,061513223	,818	10,568
2	,911	,829	,703	,065814483	,012	,305

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	14	33	,000
2	6	27	,929

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,560	14	,040	10,568	,000
	Residual	,125	33	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,361	4,284		1,485	,147
	Ln Detailing flow (calls)	,149	,444	,677	,337	,738
	Ln Journal advertising flow	,004	,003	,130	1,165	,252
	Ln Mailing flow	-,009	,004	-,237	-2,243	,032
	Ln Competitive global marketing expenditures flow	,066	,037	,263	1,787	,083
	Ln Detailing stock (calls)	,150	,098	,581	1,532	,135
	Ln Competitive global marketing expenditures stock	,200	,087	,632	2,302	,028
	Ln Average drug price per DDD	-2,167	5,242	-1,240	-,413	,682
	Ln Average competitors price per DDD	1,074	,222	3,732	4,840	,000
	Drug age	,060	,017	6,929	3,620	,001
	Drug age^2	-,001	,000	-4,469	-2,491	,018
	Ln Drug price x Ln Detailing flow	-,097	,649	-,697	-,150	,882
	Laptop based materials (% of times used in calls)	-,710	,494	-,129	-1,438	,160
	Printed material (% of times used in calls)	,240	,087	,297	2,764	,009
	Very useful (% of calls)	-,180	,129	-,127	-1,398	,171
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255

	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,039	,242	,811	,043
	Ln Sales in DDDs lagged two periods	-,099	-,523	,604	-,092
	Ln Other marketing expenditures stock	-,100	-,749	,459	-,131
	Ipad / Tablet (% of times used in calls)	-,044	-,397	,694	-,070
	Increase / Will begin to prescribe (% of calls)	,097	,810	,424	,142
	Ln Avg number of products presented during the calls	-,026	-,315	,755	-,056

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,214
	Ln Sales in DDDs lagged two periods	,157
	Ln Other marketing expenditures stock	,313
	Ipad / Tablet (% of times used in calls)	,460
	Increase / Will begin to prescribe (% of calls)	,387
	Ln Avg number of products presented during the calls	,807

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
laptop printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Laptop based materials (% of times used in calls), Ln Mailing flow, Drug age^2, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,898	,807	,733	,062371084	,807	10,924
2	,911	,829	,703	,065814483	,022	,505

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	34	,000
2	7	27	,822

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,552	13	,042	10,924	,000
	Residual	,132	34	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,779	4,323		1,337	,190
	Ln Detailing flow (calls)	,193	,449	,875	,430	,670
	Ln Journal advertising flow	,002	,003	,081	,756	,455
	Ln Mailing flow	-,010	,004	-,262	-2,485	,018
	Ln Competitive global marketing expenditures flow	,071	,037	,285	1,920	,063
	Ln Detailing stock (calls)	,151	,099	,585	1,521	,138
	Ln Competitive global marketing expenditures stock	,188	,088	,593	2,140	,040

	Ln Average drug price per DDD	-,813	5,223	-,465	-,156	,877
	Ln Average competitors price per DDD	,985	,215	3,423	4,570	,000
	Drug age	,052	,016	6,067	3,302	,002
	Drug age^2	,000	,000	-3,636	-2,119	,041
	Ln Drug price x Ln Detailing flow	-,195	,654	-1,395	-,298	,768
	Laptop based materials (% of times used in calls)	-,688	,501	-,125	-1,374	,178
	Printed material (% of times used in calls)	,249	,088	,308	2,840	,008
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,009	,057	,955	,010
	Ln Sales in DDDs lagged two periods	-,122	-,641	,526	-,111
	Ln Other marketing expenditures stock	-,043	-,325	,747	-,056
	Ipad / Tablet (% of times used in calls)	-,066	-,592	,558	-,103
	Very useful (% of calls)	-,127	-1,398	,171	-,236

	Increase / Will begin to prescribe (% of calls)	-,017	-,168	,867	-,029
	Ln Avg number of products presented during the calls	-,029	-,344	,733	-,060

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,217
	Ln Sales in DDDs lagged two periods	,159
	Ln Other marketing expenditures stock	,339
	Ipad / Tablet (% of times used in calls)	,470
	Very useful (% of calls)	,666
	Increase / Will begin to prescribe (% of calls)	,598
	Ln Avg number of products presented during the calls	,808

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age drug_age_sq price_x_det
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age^2, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD, Ln Average drug price per DDD, Drug age, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Laptop based materials (% of times used in calls), Very useful (% of calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change
1	,892	,796	,726	,063157322	,796	11,388
2	,911	,829	,703	,065814483	,033	,654

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	12	35	,000
2	8	27	,726

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,545	12	,045	11,388	,000
	Residual	,140	35	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,248	4,229		1,004	,322
	Ln Detailing flow (calls)	,265	,451	1,199	,586	,561
	Ln Journal advertising flow	,003	,003	,120	1,143	,261
	Ln Mailing flow	-,010	,004	-,268	-2,511	,017
	Ln Competitive global marketing expenditures flow	,083	,037	,331	2,269	,030
	Ln Detailing stock (calls)	,196	,095	,757	2,058	,047
	Ln Competitive global marketing expenditures stock	,206	,088	,650	2,345	,025
	Ln Average drug price per DDD	,452	5,206	,258	,087	,931
	Ln Average competitors price per DDD	,995	,218	3,460	4,564	,000
	Drug age	,052	,016	5,993	3,223	,003
	Drug age^2	,000	,000	-3,308	-1,922	,063
	Ln Drug price x Ln Detailing flow	-,322	,655	-2,308	-,492	,626
	Printed material (% of times used in calls)	,223	,087	,276	2,571	,015
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778

	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	-,003	-,020	,984	-,003
	Ln Sales in DDDs lagged two periods	-,100	-,519	,607	-,089
	Ln Other marketing expenditures stock	-,086	-,672	,506	-,114
	Ipad / Tablet (% of times used in calls)	-,044	-,398	,693	-,068
	Laptop based materials (% of times used in calls)	-,125	-1,374	,178	-,229
	Very useful (% of calls)	-,123	-1,332	,192	-,223
	Increase / Will begin to prescribe (% of calls)	-,016	-,164	,871	-,028
	Ln Avg number of products presented during the calls	-,021	-,247	,806	-,042

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,218
	Ln Sales in DDDs lagged two periods	,160
	Ln Other marketing expenditures stock	,365
	Ipad / Tablet (% of times used in calls)	,479
	Laptop based materials (% of times used in calls)	,684
	Very useful (% of calls)	,667
	Increase / Will begin to prescribe (% of calls)	,598
	Ln Avg number of products presented during the calls	,812

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
```

```
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,880	,775	,706	,065479172	,775	11,246
2	,911	,829	,703	,065814483	,055	,959

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,493

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,530	11	,048	11,246	,000
	Residual	,154	36	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,592	3,051		-,522	,605
	Ln Detailing flow (calls)	,877	,331	3,973	2,646	,012
	Ln Journal advertising flow	,004	,003	,150	1,395	,172
	Ln Mailing flow	-,012	,004	-,319	-2,986	,005
	Ln Competitive global marketing expenditures flow	,103	,036	,411	2,825	,008

	Ln Detailing stock (calls)	,231	,097	,895	2,392	,022
	Ln Competitive global marketing expenditures stock	,242	,089	,766	2,730	,010
	Ln Average drug price per DDD	8,390	3,287	4,799	2,552	,015
	Ln Average competitors price per DDD	,817	,205	2,840	3,993	,000
	Drug age	,024	,007	2,730	3,466	,001
	Ln Drug price x Ln Detailing flow	-1,246	,462	-8,926	-2,695	,011
	Printed material (% of times used in calls)	,305	,078	,378	3,916	,000
2	(Constant)	6,519	4,773		1,366	,183
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656
	Ln Journal advertising flow	,004	,004	,155	1,189	,245
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001
	Drug age	,059	,020	6,825	2,892	,007
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399
	Drug age^2	,000	,000	-4,280	-2,029	,052
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation
1	Ln Sales in DDDs lagged one period	,061	,361	,720	,061
	Ln Sales in DDDs lagged two periods	-,080	-,398	,693	-,067
	Ln Other marketing expenditures stock	-,074	-,557	,581	-,094
	Drug age^2	-3,308	-1,922	,063	-,309
	Ipad / Tablet (% of times used in calls)	-,099	-,900	,374	-,150

	Laptop based materials (% of times used in calls)	-,098	-1,039	,306	-,173
	Very useful (% of calls)	-,054	-,580	,566	-,098
	Increase / Will begin to prescribe (% of calls)	,022	,212	,833	,036
	Ln Avg number of products presented during the calls	-,060	-,708	,484	-,119

Excluded Variables

Model		Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,228
	Ln Sales in DDDs lagged two periods	,160
	Ln Other marketing expenditures stock	,366
	Drug age^2	,002
	Ipad / Tablet (% of times used in calls)	,522
	Laptop based materials (% of times used in calls)	,698
	Very useful (% of calls)	,749
	Increase / Will begin to prescribe (% of calls)	,623
	Ln Avg number of products presented during the calls	,870

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age price_x_det printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD, Ln Drug price x Ln Detailing flow
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,880	,775	,706	,065479172	,775	11,246
2	,911	,829	,703	,065814483	,055	,959

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	11	36	,000
2	9	27	,493

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,530	11	,048	11,246	,000
	Residual	,154	36	,004		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-1,592	3,051		-,522	,605		
	Ln Detailing flow (calls)	,877	,331	3,973	2,646	,012	,003	360,018
	Ln Journal advertising flow	,004	,003	,150	1,395	,172	,542	1,846
	Ln Mailing flow	-,012	,004	-,319	-2,986	,005	,547	1,829
	Ln Competitive global marketing expenditures flow	,103	,036	,411	2,825	,008	,296	3,373
	Ln Detailing stock (calls)	,231	,097	,895	2,392	,022	,045	22,368
	Ln Competitive global marketing expenditures stock	,242	,089	,766	2,730	,010	,080	12,571
	Ln Average drug price per DDD	8,390	3,287	4,799	2,552	,015	,002	564,582
	Ln Average competitors price per DDD	,817	,205	2,840	3,993	,000	,012	80,796
	Drug age	,024	,007	2,730	3,466	,001	,010	99,086
	Ln Drug price x Ln Detailing flow	-1,246	,462	-8,926	-2,695	,011	,001	1751,363
	Printed material (% of times used in calls)	,305	,078	,378	3,916	,000	,672	1,489
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129

	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,061	,361	,720	,061	,228
	Ln Sales in DDDs lagged two periods	-,080	-,398	,693	-,067	,160
	Ln Other marketing expenditures stock	-,074	-,557	,581	-,094	,366
	Drug age^2	-3,308	-1,922	,063	-,309	,002
	Ipad / Tablet (% of times used in calls)	-,099	-,900	,374	-,150	,522
	Laptop based materials (% of times used in calls)	-,098	-1,039	,306	-,173	,698
	Very useful (% of calls)	-,054	-,580	,566	-,098	,749
	Increase / Will begin to prescribe (% of calls)	,022	,212	,833	,036	,623
	Ln Avg number of products presented during the calls	-,060	-,708	,484	-,119	,870

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	4,389	,000
	Ln Sales in DDDs lagged two periods	6,242	,000
	Ln Other marketing expenditures stock	2,732	,001
	Drug age^2	508,338	,000

	Ipad / Tablet (% of times used in calls)	1,917	,001
	Laptop based materials (% of times used in calls)	1,433	,001
	Very useful (% of calls)	1,336	,001
	Increase / Will begin to prescribe (% of calls)	1,606	,001
	Ln Avg number of products presented during the calls	1,150	,001

Collinearity Diagnostics

				Variance Proportions			
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow
1	1	9,776	1,000	,00	,00	,00	,00
	2	1,230	2,819	,00	,00	,03	,07
	3	,605	4,019	,00	,00	,17	,14
	4	,299	5,718	,00	,00	,53	,60
	5	,072	11,634	,00	,00	,02	,02
	6	,014	26,289	,00	,00	,02	,00
	7	,002	66,407	,00	,00	,02	,02
	8	,001	139,568	,00	,00	,03	,00
	9	,000	259,158	,00	,01	,00	,04
	10	,000	270,275	,00	,00	,04	,02
	11	2,017E-5	696,193	,22	,09	,00	,06
	12	4,022E-6	1559,055	,78	,88	,13	,03
2	1	16,858	1,000	,00	,00	,00	,00
	2	1,835	3,031	,00	,00	,01	,02
	3	,890	4,352	,00	,00	,04	,01
	4	,604	5,284	,00	,00	,06	,14
	5	,290	7,628	,00	,00	,37	,30
	6	,268	7,931	,00	,00	,05	,02
	7	,098	13,130	,00	,00	,00	,00
	8	,074	15,093	,00	,00	,01	,03
	9	,042	19,968	,00	,00	,02	,03
	10	,018	30,499	,00	,00	,08	,07
	11	,017	31,755	,00	,00	,05	,00
	12	,003	72,116	,00	,00	,07	,01
	13	,002	95,594	,00	,00	,00	,00
	14	,000	189,533	,00	,00	,00	,01
	15	,000	244,900	,00	,00	,01	,02
	16	,000	389,234	,00	,01	,09	,01
	17	8,902E-5	435,179	,00	,01	,02	,23
	18	3,080E-5	739,786	,00	,00	,00	,03
	19	2,274E-5	860,955	,00	,00	,02	,00
	20	1,178E-5	1196,433	,20	,04	,08	,02
	21	1,266E-6	3649,382	,80	,95	,01	,05

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD	Drug age
1	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,01	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,10	,06

	7	,04	,00	,00	,00	,04	,01
	8	,51	,04	,01	,01	,12	,01
	9	,05	,31	,02	,05	,02	,12
	10	,14	,42	,23	,00	,40	,00
	11	,25	,18	,70	,02	,25	,72
	12	,01	,05	,04	,92	,06	,09
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03	,00
	10	,00	,00	,00	,00	,01	,00
	11	,00	,00	,00	,00	,00	,00
	12	,01	,00	,00	,00	,04	,00
	13	,00	,00	,00	,00	,01	,00
	14	,44	,01	,00	,00	,04	,01
	15	,01	,02	,02	,00	,05	,29
	16	,19	,10	,12	,01	,24	,02
	17	,01	,41	,06	,01	,00	,02
	18	,04	,09	,43	,00	,46	,31
	19	,16	,24	,12	,00	,12	,10
	20	,07	,06	,13	,01	,01	,00
	21	,07	,07	,12	,97	,00	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x Ln Detailing flow	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Drug age^2
1	1	,00	,00				
	2	,00	,00				
	3	,00	,00				
	4	,00	,00				
	5	,00	,75				
	6	,00	,00				
	7	,00	,02				
	8	,00	,00				
	9	,01	,00				
	10	,00	,02				
	11	,10	,01				
	12	,88	,18				
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00	,00
	8	,00	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00	,00
	11	,00	,03	,00	,00	,00	,00
	12	,00	,01	,00	,00	,36	,00

	13	,00	,04	,00	,00	,33	,01
	14	,00	,01	,00	,00	,01	,01
	15	,00	,15	,00	,00	,00	,21
	16	,00	,01	,00	,02	,02	,05
	17	,00	,10	,00	,00	,23	,06
	18	,00	,00	,00	,52	,01	,10
	19	,00	,01	,87	,07	,01	,01
	20	,04	,18	,10	,29	,00	,03
	21	,95	,08	,02	,10	,00	,52

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
2	1	,00	,00	,00	,00	,00
	2	,02	,02	,00	,00	,00
	3	,02	,32	,00	,00	,00
	4	,00	,27	,00	,00	,00
	5	,04	,06	,00	,00	,00
	6	,62	,00	,00	,00	,00
	7	,01	,01	,18	,04	,00
	8	,00	,02	,02	,02	,00
	9	,02	,00	,01	,02	,00
	10	,01	,00	,48	,66	,05
	11	,01	,01	,02	,05	,70
	12	,02	,08	,06	,08	,01
	13	,05	,01	,03	,01	,05
	14	,00	,01	,01	,04	,05
	15	,01	,00	,00	,01	,01
	16	,00	,04	,05	,00	,01
	17	,02	,04	,05	,00	,00
	18	,07	,01	,00	,01	,00
	19	,01	,02	,02	,03	,04
	20	,03	,07	,00	,01	,01
	21	,05	,01	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
```

```
    avg_price_ddd avg_comp_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,854	,729	,656	,070806605	,729	9,957
2	,911	,829	,703	,065814483	,100	1,583

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,165

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	10	,050	9,957	,000
	Residual	,186	37	,005		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,964	2,432		1,630	,112		
	Ln Detailing flow (calls)	-,011	,040	-,049	-,274	,786	,227	4,400
	Ln Journal advertising flow	,001	,003	,051	,465	,644	,613	1,630
	Ln Mailing flow	-,015	,004	-,392	-3,505	,001	,584	1,712
	Ln Competitive global marketing expenditures flow	,131	,038	,524	3,483	,001	,324	3,091
	Ln Detailing stock (calls)	,204	,104	,788	1,958	,058	,045	22,116
	Ln Competitive global marketing expenditures stock	,253	,096	,798	2,632	,012	,080	12,548
	Ln Average drug price per DDD	,158	1,315	,091	,120	,905	,013	77,309
	Ln Average competitors price per DDD	,752	,220	2,615	3,423	,002	,013	79,681
	Drug age	,024	,007	2,794	3,282	,002	,010	98,995
	Printed material (% of times used in calls)	,382	,079	,473	4,866	,000	,775	1,291
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338

	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,207	1,255	,218	,205	,265
	Ln Sales in DDDs lagged two periods	,205	1,203	,237	,197	,250
	Ln Other marketing expenditures stock	-,099	-,697	,490	-,115	,368
	Drug age^2	-3,928	-3,392	,002	-,492	,004
	Ln Drug price x Ln Detailing flow	-8,926	-2,695	,011	-,410	,001
	Ipad / Tablet (% of times used in calls)	-,089	-,746	,461	-,123	,522
	Laptop based materials (% of times used in calls)	-,113	-1,108	,275	-,182	,700
	Very useful (% of calls)	-,001	-,013	,990	-,002	,782
	Increase / Will begin to prescribe (% of calls)	,074	,697	,490	,115	,649
	Ln Avg number of products presented during the calls	-,068	-,734	,468	-,121	,871

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,776	,009
	Ln Sales in DDDs lagged two periods	3,999	,009
	Ln Other marketing expenditures stock	2,717	,010
	Drug age^2	235,171	,003
	Ln Drug price x Ln Detailing flow	1751,363	,001
	Ipad / Tablet (% of times used in calls)	1,914	,010
	Laptop based materials (% of times used in calls)	1,428	,010
	Very useful (% of calls)	1,279	,010
	Increase / Will begin to prescribe (% of calls)	1,540	,010
	Ln Avg number of products presented during the calls	1,149	,010

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow
1	1	8,791	1,000	,00	,00	,00	,00
	2	1,229	2,674	,00	,00	,04	,08
	3	,595	3,844	,00	,00	,19	,15
	4	,299	5,422	,00	,00	,60	,64

	5	,070	11,175	,00	,00	,03	,02
	6	,013	25,709	,00	,00	,02	,00
	7	,001	83,671	,00	,77	,01	,02
	8	,001	132,354	,00	,18	,04	,00
	9	,000	254,030	,00	,00	,02	,06
	10	,000	279,121	,00	,02	,02	,00
	11	1,400E-5	792,340	1,00	,02	,03	,04
2	1	16,858	1,000	,00	,00	,00	,00
	2	1,835	3,031	,00	,00	,01	,02
	3	,890	4,352	,00	,00	,04	,01
	4	,604	5,284	,00	,00	,06	,14
	5	,290	7,628	,00	,00	,37	,30
	6	,268	7,931	,00	,00	,05	,02
	7	,098	13,130	,00	,00	,00	,00
	8	,074	15,093	,00	,00	,01	,03
	9	,042	19,968	,00	,00	,02	,03
	10	,018	30,499	,00	,00	,08	,07
	11	,017	31,755	,00	,00	,05	,00
	12	,003	72,116	,00	,00	,07	,01
	13	,002	95,594	,00	,00	,00	,00
	14	,000	189,533	,00	,00	,00	,01
	15	,000	244,900	,00	,00	,01	,02
	16	,000	389,234	,00	,01	,09	,01
	17	8,902E-5	435,179	,00	,01	,02	,23
	18	3,080E-5	739,786	,00	,00	,00	,03
	19	2,274E-5	860,955	,00	,00	,02	,00
	20	1,178E-5	1196,433	,20	,04	,08	,02
	21	1,266E-6	3649,382	,80	,95	,01	,05

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,07	,00	,00	,00	,04
	8	,56	,04	,01	,04	,12
	9	,05	,73	,10	,06	,20
	10	,09	,03	,22	,61	,28
	11	,23	,20	,67	,29	,25
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03
	10	,00	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,01	,00	,00	,00	,04
	13	,00	,00	,00	,00	,01
	14	,44	,01	,00	,00	,04
	15	,01	,02	,02	,00	,05

	16	,19	,10	,12	,01	,24
	17	,01	,41	,06	,01	,00
	18	,04	,09	,43	,00	,46
	19	,16	,24	,12	,00	,12
	20	,07	,06	,13	,01	,01
	21	,07	,07	,12	,97	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Drug age^2
1	1	,00	,00				
	2	,00	,00				
	3	,00	,00				
	4	,00	,00				
	5	,00	,87				
	6	,07	,00				
	7	,00	,02				
	8	,01	,00				
	9	,03	,02				
	10	,04	,00				
	11	,86	,07				
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00	,00
	8	,00	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00	,00
	11	,00	,03	,00	,00	,00	,00
	12	,00	,01	,00	,00	,36	,00
	13	,00	,04	,00	,00	,33	,01
	14	,01	,01	,00	,00	,01	,01
	15	,29	,15	,00	,00	,00	,21
	16	,02	,01	,00	,02	,02	,05
	17	,02	,10	,00	,00	,23	,06
	18	,31	,00	,00	,52	,01	,10
	19	,10	,01	,87	,07	,01	,01
	20	,00	,18	,10	,29	,00	,03
	21	,25	,08	,02	,10	,00	,52

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)
1	1					
	2					
	3					
	4					
	5					

	6					
	7					
	8					
	9					
	10					
	11					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,02	,00	,00
	3	,00	,02	,32	,00	,00
	4	,00	,00	,27	,00	,00
	5	,00	,04	,06	,00	,00
	6	,00	,62	,00	,00	,00
	7	,00	,01	,01	,18	,04
	8	,00	,00	,02	,02	,02
	9	,00	,02	,00	,01	,02
	10	,00	,01	,00	,48	,66
	11	,00	,01	,01	,02	,05
	12	,00	,02	,08	,06	,08
	13	,00	,05	,01	,03	,01
	14	,00	,00	,01	,01	,04
	15	,00	,01	,00	,00	,01
	16	,00	,00	,04	,05	,00
	17	,00	,02	,04	,05	,00
	18	,00	,07	,01	,00	,01
	19	,00	,01	,02	,02	,03
	20	,04	,03	,07	,00	,01
	21	,95	,05	,01	,06	,03

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Avg number of products presented during the calls
1	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
2	1	,00
	2	,00
	3	,00
	4	,00
	5	,00
	6	,00
	7	,00
	8	,00
	9	,00
	10	,05
	11	,70
	12	,01
	13	,05

	14	,05
	15	,01
	16	,01
	17	,00
	18	,00
	19	,04
	20	,01
	21	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,802	,643	,559	,080174106	,643	7,614
2	,911	,829	,703	,065814483	,186	2,672

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,018

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,440	9	,049	7,614	,000
	Residual	,244	38	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,839	2,438		3,216	,003		
	Ln Detailing flow (calls)	-,031	,044	-,140	-,697	,490	,232	4,303
	Ln Journal advertising flow	-,001	,003	-,048	-,400	,691	,659	1,517
	Ln Mailing flow	-,011	,005	-,307	-2,482	,018	,615	1,626
	Ln Competitive global marketing expenditures flow	,096	,041	,382	2,335	,025	,350	2,857
	Ln Detailing stock (calls)	,251	,117	,973	2,155	,038	,046	21,718
	Ln Competitive global marketing expenditures stock	-,005	,067	-,016	-,074	,942	,207	4,835
	Ln Average drug price per DDD	,632	1,481	,361	,427	,672	,013	76,455
	Drug age	,010	,007	1,187	1,476	,148	,015	68,905
	Printed material (% of times used in calls)	,411	,088	,508	4,645	,000	,784	1,276
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400

	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,361	2,117	,041	,329	,296
	Ln Sales in DDDs lagged two periods	,366	2,093	,043	,325	,281
	Ln Other marketing expenditures stock	-,124	-,773	,444	-,126	,369
	Ln Average competitors price per DDD	2,615	3,423	,002	,490	,013
	Drug age^2	-1,794	-1,317	,196	-,212	,005
	Ln Drug price x Ln Detailing flow	-7,372	-1,892	,066	-,297	,001
	Ipad / Tablet (% of times used in calls)	-,131	-,981	,333	-,159	,528
	Laptop based materials (% of times used in calls)	-,146	-1,277	,210	-,205	,707
	Very useful (% of calls)	,042	,378	,707	,062	,796
	Increase / Will begin to prescribe (% of calls)	,144	1,236	,224	,199	,678
	Ln Avg number of products presented during the calls	-,048	-,459	,649	-,075	,874

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,373	,013
	Ln Sales in DDDs lagged two periods	3,553	,013
	Ln Other marketing expenditures stock	2,709	,013
	Ln Average competitors price per DDD	79,681	,010
	Drug age^2	201,550	,005
	Ln Drug price x Ln Detailing flow	1727,180	,001
	Ipad / Tablet (% of times used in calls)	1,893	,013
	Laptop based materials (% of times used in calls)	1,415	,013
	Very useful (% of calls)	1,257	,013
	Increase / Will begin to prescribe (% of calls)	1,475	,013
	Ln Avg number of products presented during the calls	1,144	,013

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	8,597	1,000	,00	,00	,00
	2	,894	3,101	,00	,00	,16
	3	,308	5,287	,00	,00	,72
	4	,137	7,912	,00	,00	,00
	5	,061	11,906	,00	,00	,02
	6	,002	63,982	,00	,14	,08
	7	,001	98,308	,00	,85	,01
	8	,000	177,084	,00	,00	,00
	9	,000	262,502	,00	,00	,00
	10	1,821E-5	687,060	1,00	,01	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,24	,00	,00	,00	,00
	3	,54	,00	,00	,00	,00
	4	,08	,00	,00	,00	,00
	5	,05	,00	,00	,00	,00
	6	,03	,11	,00	,01	,00
	7	,01	,03	,03	,00	,02
	8	,00	,67	,03	,37	,00
	9	,05	,01	,57	,02	,49
	10	,01	,18	,37	,59	,49
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00

	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,00
	13	,00	,00	,00	,00	,00
	14	,01	,44	,01	,00	,00
	15	,02	,01	,02	,02	,00
	16	,01	,19	,10	,12	,01
	17	,23	,01	,41	,06	,01
	18	,03	,04	,09	,43	,00
	19	,00	,16	,24	,12	,00
	20	,02	,07	,06	,13	,01
	21	,05	,07	,07	,12	,97

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock
1	1	,00	,00			
	2	,00	,00			
	3	,00	,00			
	4	,01	,14			
	5	,00	,72			
	6	,04	,00			
	7	,00	,04			
	8	,02	,02			
	9	,10	,00			
	10	,83	,07			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,36	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00
	11	,00	,03	,00	,00	,00
	12	,00	,01	,00	,00	,36
	13	,00	,04	,00	,00	,33
	14	,01	,01	,00	,00	,01
	15	,29	,15	,00	,00	,00
	16	,02	,01	,00	,02	,02
	17	,02	,10	,00	,00	,23
	18	,31	,00	,00	,52	,01
	19	,10	,01	,87	,07	,01
	20	,00	,18	,10	,29	,00
	21	,25	,08	,02	,10	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,03	,00	,00	,02	,00
	10	,01	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,04	,00	,00	,02	,08
	13	,01	,01	,00	,05	,01
	14	,04	,01	,00	,00	,01
	15	,05	,21	,00	,01	,00
	16	,24	,05	,00	,00	,04
	17	,00	,06	,00	,02	,04
	18	,46	,10	,00	,07	,01
	19	,12	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,00	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00

	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,854	,729	,656	,070806605	,729	9,957
2	,911	,829	,703	,065814483	,100	1,583

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,165

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	10	,050	9,957	,000
	Residual	,186	37	,005		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,964	2,432		1,630	,112		
	Ln Detailing flow (calls)	-,011	,040	-,049	-,274	,786	,227	4,400
	Ln Journal advertising flow	,001	,003	,051	,465	,644	,613	1,630
	Ln Mailing flow	-,015	,004	-,392	-3,505	,001	,584	1,712
	Ln Competitive global marketing expenditures flow	,131	,038	,524	3,483	,001	,324	3,091
	Ln Detailing stock (calls)	,204	,104	,788	1,958	,058	,045	22,116
	Ln Competitive global marketing expenditures stock	,253	,096	,798	2,632	,012	,080	12,548
	Ln Average drug price per DDD	,158	1,315	,091	,120	,905	,013	77,309
	Ln Average competitors price per DDD	,752	,220	2,615	3,423	,002	,013	79,681
	Drug age	,024	,007	2,794	3,282	,002	,010	98,995
	Printed material (% of times used in calls)	,382	,079	,473	4,866	,000	,775	1,291
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187

	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,207	1,255	,218	,205	,265
	Ln Sales in DDDs lagged two periods	,205	1,203	,237	,197	,250
	Ln Other marketing expenditures stock	-,099	-,697	,490	-,115	,368
	Drug age^2	-3,928	-3,392	,002	-,492	,004
	Ln Drug price x Ln Detailing flow	-8,926	-2,695	,011	-,410	,001
	Ipad / Tablet (% of times used in calls)	-,089	-,746	,461	-,123	,522
	Laptop based materials (% of times used in calls)	-,113	-1,108	,275	-,182	,700
	Very useful (% of calls)	-,001	-,013	,990	-,002	,782
	Increase / Will begin to prescribe (% of calls)	,074	,697	,490	,115	,649
	Ln Avg number of products presented during the calls	-,068	-,734	,468	-,121	,871

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,776	,009
	Ln Sales in DDDs lagged two periods	3,999	,009
	Ln Other marketing expenditures stock	2,717	,010
	Drug age^2	235,171	,003
	Ln Drug price x Ln Detailing flow	1751,363	,001

	Ipad / Tablet (% of times used in calls)	1,914	,010
	Laptop based materials (% of times used in calls)	1,428	,010
	Very useful (% of calls)	1,279	,010
	Increase / Will begin to prescribe (% of calls)	1,540	,010
	Ln Avg number of products presented during the calls	1,149	,010

Collinearity Diagnostics

				Variance Proportions			
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow
1	1	8,791	1,000	,00	,00	,00	,00
	2	1,229	2,674	,00	,00	,04	,08
	3	,595	3,844	,00	,00	,19	,15
	4	,299	5,422	,00	,00	,60	,64
	5	,070	11,175	,00	,00	,03	,02
	6	,013	25,709	,00	,00	,02	,00
	7	,001	83,671	,00	,77	,01	,02
	8	,001	132,354	,00	,18	,04	,00
	9	,000	254,030	,00	,00	,02	,06
	10	,000	279,121	,00	,02	,02	,00
	11	1,400E-5	792,340	1,00	,02	,03	,04
2	1	16,858	1,000	,00	,00	,00	,00
	2	1,835	3,031	,00	,00	,01	,02
	3	,890	4,352	,00	,00	,04	,01
	4	,604	5,284	,00	,00	,06	,14
	5	,290	7,628	,00	,00	,37	,30
	6	,268	7,931	,00	,00	,05	,02
	7	,098	13,130	,00	,00	,00	,00
	8	,074	15,093	,00	,00	,01	,03
	9	,042	19,968	,00	,00	,02	,03
	10	,018	30,499	,00	,00	,08	,07
	11	,017	31,755	,00	,00	,05	,00
	12	,003	72,116	,00	,00	,07	,01
	13	,002	95,594	,00	,00	,00	,00
	14	,000	189,533	,00	,00	,00	,01
	15	,000	244,900	,00	,00	,01	,02
	16	,000	389,234	,00	,01	,09	,01
	17	8,902E-5	435,179	,00	,01	,02	,23
	18	3,080E-5	739,786	,00	,00	,00	,03
	19	2,274E-5	860,955	,00	,00	,02	,00
	20	1,178E-5	1196,433	,20	,04	,08	,02
	21	1,266E-6	3649,382	,80	,95	,01	,05

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,07	,00	,00	,00	,04
	8	,56	,04	,01	,04	,12

	9	,05	,73	,10	,06	,20
	10	,09	,03	,22	,61	,28
	11	,23	,20	,67	,29	,25
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03
	10	,00	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,01	,00	,00	,00	,04
	13	,00	,00	,00	,00	,01
	14	,44	,01	,00	,00	,04
	15	,01	,02	,02	,00	,05
	16	,19	,10	,12	,01	,24
	17	,01	,41	,06	,01	,00
	18	,04	,09	,43	,00	,46
	19	,16	,24	,12	,00	,12
	20	,07	,06	,13	,01	,01
	21	,07	,07	,12	,97	,00

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Drug age^2
1	1	,00	,00				
	2	,00	,00				
	3	,00	,00				
	4	,00	,00				
	5	,00	,87				
	6	,07	,00				
	7	,00	,02				
	8	,01	,00				
	9	,03	,02				
	10	,04	,00				
	11	,86	,07				
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00	,00
	8	,00	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00	,00
	11	,00	,03	,00	,00	,00	,00
	12	,00	,01	,00	,00	,36	,00
	13	,00	,04	,00	,00	,33	,01
	14	,01	,01	,00	,00	,01	,01
	15	,29	,15	,00	,00	,00	,21
	16	,02	,01	,00	,02	,02	,05

	17	,02	,10	,00	,00	,23	,06
	18	,31	,00	,00	,52	,01	,10
	19	,10	,01	,87	,07	,01	,01
	20	,00	,18	,10	,29	,00	,03
	21	,25	,08	,02	,10	,00	,52

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,02	,00	,00
	3	,00	,02	,32	,00	,00
	4	,00	,00	,27	,00	,00
	5	,00	,04	,06	,00	,00
	6	,00	,62	,00	,00	,00
	7	,00	,01	,01	,18	,04
	8	,00	,00	,02	,02	,02
	9	,00	,02	,00	,01	,02
	10	,00	,01	,00	,48	,66
	11	,00	,01	,01	,02	,05
	12	,00	,02	,08	,06	,08
	13	,00	,05	,01	,03	,01
	14	,00	,00	,01	,01	,04
	15	,00	,01	,00	,00	,01
	16	,00	,00	,04	,05	,00
	17	,00	,02	,04	,05	,00
	18	,00	,07	,01	,00	,01
	19	,00	,01	,02	,02	,03
	20	,04	,03	,07	,00	,01
	21	,95	,05	,01	,06	,03

Collinearity Diagnostics

		Variance Proportions
Model	Dimension	Ln Avg number of products presented during the calls
1	1	
	2	
	3	
	4	
	5	
	6	
	7	

	8	
	9	
	10	
	11	
2	1	,00
	2	,00
	3	,00
	4	,00
	5	,00
	6	,00
	7	,00
	8	,00
	9	,00
	10	,05
	11	,70
	12	,01
	13	,05
	14	,05
	15	,01
	16	,01
	17	,00
	18	,00
	19	,04
	20	,01
	21	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,806	,650	,567	,079387909	,650	7,849
2	,911	,829	,703	,065814483	,179	2,572

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,022

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,445	9	,049	7,849	,000
	Residual	,239	38	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,368	1,019		11,158	,000		
	Ln Detailing flow (calls)	-,029	,044	-,133	-,670	,507	,232	4,310
	Ln Journal advertising flow	,000	,003	,005	,044	,965	,623	1,604
	Ln Mailing flow	-,011	,005	-,302	-2,482	,018	,622	1,608
	Ln Competitive global marketing expenditures flow	,067	,036	,269	1,861	,070	,442	2,264
	Ln Detailing stock (calls)	,130	,114	,505	1,145	,259	,047	21,097
	Ln Competitive global marketing expenditures stock	,028	,076	,089	,374	,710	,162	6,180
	Ln Average drug price per DDD	-2,735	1,095	-1,564	-2,498	,017	,023	42,581
	Ln Average competitors price per DDD	,355	,206	1,233	1,726	,093	,018	55,461
	Printed material (% of times used in calls)	,448	,085	,554	5,254	,000	,828	1,208
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921

	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,373	2,300	,027	,354	,314
	Ln Sales in DDDs lagged two periods	,358	2,059	,047	,321	,281
	Ln Other marketing expenditures stock	-,022	-,137	,892	-,022	,378
	Drug age	2,794	3,282	,002	,475	,010
	Drug age^2	,778	,951	,348	,154	,014
	Ln Drug price x Ln Detailing flow	-9,273	-2,459	,019	-,375	,001
	Ipad / Tablet (% of times used in calls)	-,127	-,959	,344	-,156	,528
	Laptop based materials (% of times used in calls)	-,183	-1,683	,101	-,267	,741
	Very useful (% of calls)	,015	,132	,896	,022	,784
	Increase / Will begin to prescribe (% of calls)	,142	1,225	,228	,197	,678
	Ln Avg number of products presented during the calls	-,049	-,477	,636	-,078	,874

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,182	,018
	Ln Sales in DDDs lagged two periods	3,560	,017
	Ln Other marketing expenditures stock	2,644	,018
	Drug age	98,995	,010
	Drug age^2	72,494	,010
	Ln Drug price x Ln Detailing flow	1749,767	,001
	Ipad / Tablet (% of times used in calls)	1,895	,018
	Laptop based materials (% of times used in calls)	1,350	,018
	Very useful (% of calls)	1,275	,018
	Increase / Will begin to prescribe (% of calls)	1,474	,018
	Ln Avg number of products presented during the calls	1,145	,018

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,992	1,000	,00	,00	,00
	2	1,072	2,730	,00	,00	,05
	3	,565	3,762	,00	,00	,19
	4	,298	5,175	,00	,00	,60
	5	,070	10,698	,00	,00	,02
	6	,001	79,736	,00	,78	,02
	7	,001	113,105	,03	,16	,06
	8	,000	161,768	,06	,04	,00
	9	,000	252,946	,07	,02	,04
	10	6,661E-5	346,402	,83	,01	,01
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,11	,00	,00	,00	,00
	3	,12	,00	,00	,00	,00
	4	,69	,00	,00	,00	,00
	5	,02	,00	,00	,00	,00
	6	,02	,10	,00	,00	,00
	7	,00	,56	,06	,00	,00
	8	,00	,17	,04	,03	,45
	9	,02	,17	,34	,53	,22
	10	,01	,00	,56	,44	,33
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,00
	13	,00	,00	,00	,00	,00
	14	,01	,44	,01	,00	,00
	15	,02	,01	,02	,02	,00
	16	,01	,19	,10	,12	,01
	17	,23	,01	,41	,06	,01
	18	,03	,04	,09	,43	,00
	19	,00	,16	,24	,12	,00
	20	,02	,07	,06	,13	,01
	21	,05	,07	,07	,12	,97

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average competitors price per DDD	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock
1	1	,00	,00			
	2	,01	,00			
	3	,01	,00			
	4	,00	,00			
	5	,00	,93			
	6	,05	,02			
	7	,02	,00			
	8	,16	,00			
	9	,72	,03			
	10	,03	,01			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00

	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,36	,00	,00	,00
	9	,03	,00	,00	,00	,00
	10	,01	,01	,00	,00	,00
	11	,00	,03	,00	,00	,00
	12	,04	,01	,00	,00	,36
	13	,01	,04	,00	,00	,33
	14	,04	,01	,00	,00	,01
	15	,05	,15	,00	,00	,00
	16	,24	,01	,00	,02	,02
	17	,00	,10	,00	,00	,23
	18	,46	,00	,00	,52	,01
	19	,12	,01	,87	,07	,01
	20	,01	,18	,10	,29	,00
	21	,00	,08	,02	,10	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Drug age	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,01	,01	,00	,00	,01
	15	,29	,21	,00	,01	,00
	16	,02	,05	,00	,00	,04
	17	,02	,06	,00	,02	,04
	18	,31	,10	,00	,07	,01
	19	,10	,01	,00	,01	,02
	20	,00	,03	,04	,03	,07
	21	,25	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,789	,623	,545	,081376085	,623	8,050
2	,911	,829	,703	,065814483	,206	2,719

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,015

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,426	8	,053	8,050	,000
	Residual	,258	39	,007		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,108	1,033		10,754	,000		
	Ln Detailing flow (calls)	-,036	,045	-,162	-,797	,430	,234	4,280
	Ln Journal advertising flow	-,001	,003	-,044	-,361	,720	,660	1,516
	Ln Mailing flow	-,010	,005	-,279	-2,251	,030	,629	1,589
	Ln Competitive global marketing expenditures flow	,068	,037	,272	1,840	,073	,442	2,264

	Ln Detailing stock (calls)	,191	,111	,740	1,724	,093	,052	19,071
	Ln Competitive global marketing expenditures stock	-,059	,058	-,186	-1,021	,313	,292	3,420
	Ln Average drug price per DDD	-1,287	,721	-,736	-1,786	,082	,057	17,561
	Printed material (% of times used in calls)	,441	,087	,546	5,060	,000	,829	1,206
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,402	2,454	,019	,370	,319
	Ln Sales in DDDs lagged two periods	,401	2,318	,026	,352	,290

	Ln Other marketing expenditures stock	-,066	-,411	,683	-,067	,389
	Ln Average competitors price per DDD	1,233	1,726	,093	,270	,018
	Drug age	1,187	1,476	,148	,233	,015
	Drug age^2	,358	,440	,663	,071	,015
	Ln Drug price x Ln Detailing flow	-7,945	-2,034	,049	-,313	,001
	Ipad / Tablet (% of times used in calls)	-,140	-1,039	,305	-,166	,530
	Laptop based materials (% of times used in calls)	-,175	-1,562	,127	-,246	,742
	Very useful (% of calls)	,037	,334	,741	,054	,796
	Increase / Will begin to prescribe (% of calls)	,162	1,379	,176	,218	,686
	Ln Avg number of products presented during the calls	-,043	-,408	,686	-,066	,875

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,138	,048
	Ln Sales in DDDs lagged two periods	3,446	,052
	Ln Other marketing expenditures stock	2,570	,040
	Ln Average competitors price per DDD	55,461	,018
	Drug age	68,905	,013
	Drug age^2	67,300	,011
	Ln Drug price x Ln Detailing flow	1705,176	,001
	Ipad / Tablet (% of times used in calls)	1,888	,049
	Laptop based materials (% of times used in calls)	1,348	,049
	Very useful (% of calls)	1,256	,052
	Increase / Will begin to prescribe (% of calls)	1,457	,050
	Ln Avg number of products presented during the calls	1,143	,052

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,760	1,000	,00	,00	,00
	2	,848	3,025	,00	,00	,17
	3	,305	5,041	,00	,00	,71
	4	,075	10,149	,00	,00	,02
	5	,010	28,215	,00	,02	,03
	6	,001	89,941	,00	,96	,00
	7	,001	115,537	,06	,02	,06
	8	,000	181,387	,01	,00	,01
	9	6,776E-5	338,413	,93	,00	,01
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07

	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1	,00	,00	,00	,00	,00
	2	,25	,00	,00	,00	,00
	3	,60	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,10	,01	,00	,00	,02
	6	,01	,01	,01	,00	,13
	7	,00	,53	,05	,01	,08
	8	,01	,45	,17	,48	,28
	9	,02	,00	,77	,51	,50
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,00
	13	,00	,00	,00	,00	,00
	14	,01	,44	,01	,00	,00
	15	,02	,01	,02	,02	,00
	16	,01	,19	,10	,12	,01
	17	,23	,01	,41	,06	,01
	18	,03	,04	,09	,43	,00
	19	,00	,16	,24	,12	,00
	20	,02	,07	,06	,13	,01
	21	,05	,07	,07	,12	,97

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00				
	2	,00				
	3	,00				
	4	,86				
	5	,06				
	6	,04				

	7	,00				
	8	,02				
	9	,02				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03
	10	,01	,00	,00	,00	,01
	11	,03	,00	,00	,00	,00
	12	,01	,00	,00	,36	,04
	13	,04	,00	,00	,33	,01
	14	,01	,00	,00	,01	,04
	15	,15	,00	,00	,00	,05
	16	,01	,00	,02	,02	,24
	17	,10	,00	,00	,23	,00
	18	,00	,00	,52	,01	,46
	19	,01	,87	,07	,01	,12
	20	,18	,10	,29	,00	,01
	21	,08	,02	,10	,00	,00

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Drug age	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,01	,01	,00	,00	,01
	15	,29	,21	,00	,01	,00
	16	,02	,05	,00	,00	,04
	17	,02	,06	,00	,02	,04
	18	,31	,10	,00	,07	,01

	19	,10	,01	,00	,01	,02
	20	,00	,03	,04	,03	,07
	21	,25	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global
comp_mark_expend_stock avg_price_ddd printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Ln Detailing flow (calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods, Ln Detailing stock (calls), Ln Average competitors price per DDD, Drug age^2, Drug age, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,771	,594	,523	,083356821	,594	8,364
2	,911	,829	,703	,065814483	,235	2,859

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,010

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,407	7	,058	8,364	,000
	Residual	,278	40	,007		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,441	,701		17,736	,000		
	Ln Detailing flow (calls)	-,030	,046	-,136	-,652	,518	,235	4,255
	Ln Journal advertising flow	-,001	,004	-,038	-,308	,759	,660	1,515
	Ln Mailing flow	-,012	,005	-,317	-2,538	,015	,650	1,538
	Ln Competitive global marketing expenditures flow	,060	,038	,240	1,594	,119	,449	2,226

	Ln Competitive global marketing expenditures stock	-,095	,055	-,299	-1,720	,093	,336	2,975
	Ln Average drug price per DDD	-,228	,386	-,131	-,591	,558	,208	4,804
	Printed material (% of times used in calls)	,471	,088	,583	5,381	,000	,863	1,158
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,452	2,886	,006	,420	,350
	Ln Sales in DDDs lagged two periods	,405	2,274	,029	,342	,290
	Ln Detailing stock (calls)	,740	1,724	,093	,266	,052

	Ln Other marketing expenditures stock	,041	,271	,788	,043	,457
	Ln Average competitors price per DDD	1,486	2,180	,035	,330	,020
	Drug age	,582	,739	,465	,117	,017
	Drug age^2	-,061	-,076	,940	-,012	,016
	Ln Drug price x Ln Detailing flow	-6,544	-1,629	,111	-,252	,001
	Ipad / Tablet (% of times used in calls)	-,186	-1,404	,168	-,219	,562
	Laptop based materials (% of times used in calls)	-,212	-1,941	,059	-,297	,794
	Very useful (% of calls)	,052	,455	,652	,073	,801
	Increase / Will begin to prescribe (% of calls)	,200	1,731	,091	,267	,727
	Ln Avg number of products presented during the calls	-,042	-,385	,702	-,062	,875

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	2,860	,177
	Ln Sales in DDDs lagged two periods	3,445	,188
	Ln Detailing stock (calls)	19,071	,052
	Ln Other marketing expenditures stock	2,188	,165
	Ln Average competitors price per DDD	50,136	,020
	Drug age	60,507	,013
	Drug age^2	61,551	,011
	Ln Drug price x Ln Detailing flow	1655,982	,001
	Ipad / Tablet (% of times used in calls)	1,779	,153
	Laptop based materials (% of times used in calls)	1,260	,193
	Very useful (% of calls)	1,248	,193
	Increase / Will begin to prescribe (% of calls)	1,376	,205
	Ln Avg number of products presented during the calls	1,143	,203

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,774	1,000	,00	,00	,00
	2	,836	2,847	,00	,00	,16
	3	,305	4,711	,00	,00	,71
	4	,074	9,562	,00	,00	,02
	5	,009	27,376	,00	,03	,03
	6	,001	86,618	,00	,86	,00
	7	,000	119,390	,20	,10	,04
	8	,000	208,053	,80	,02	,03
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07

	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,26	,00	,00	,00	,00
	3	,62	,00	,00	,00	,00
	4	,00	,00	,00	,00	,89
	5	,11	,01	,00	,10	,06
	6	,00	,03	,00	,81	,04
	7	,00	,78	,06	,01	,00
	8	,00	,18	,94	,08	,01
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,01
	8	,03	,00	,00	,00	,36
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,01
	11	,00	,00	,00	,00	,03
	12	,01	,01	,00	,00	,01
	13	,00	,00	,00	,00	,04
	14	,01	,44	,00	,00	,01
	15	,02	,01	,02	,00	,15
	16	,01	,19	,12	,01	,01
	17	,23	,01	,06	,01	,10
	18	,03	,04	,43	,00	,00
	19	,00	,16	,12	,00	,01
	20	,02	,07	,13	,01	,18
	21	,05	,07	,12	,97	,08

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Detailing stock (calls)	Ln Other marketing expenditures stock	Ln Average competitors price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					

	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03
	10	,00	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,00	,00	,00	,36	,04
	13	,00	,00	,00	,33	,01
	14	,00	,00	,01	,01	,04
	15	,00	,00	,02	,00	,05
	16	,00	,02	,10	,02	,24
	17	,00	,00	,41	,23	,00
	18	,00	,52	,09	,01	,46
	19	,87	,07	,24	,01	,12
	20	,10	,29	,06	,00	,01
	21	,02	,10	,07	,00	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,01	,01	,00	,00	,01
	15	,29	,21	,00	,01	,00
	16	,02	,05	,00	,00	,04
	17	,02	,06	,00	,02	,04
	18	,31	,10	,00	,07	,01
	19	,10	,01	,00	,01	,02
	20	,00	,03	,04	,03	,07
	21	,25	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Variance Proportions: Increase / Will begin to prescribe (% of calls)	Variance Proportions: Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_price_ddd avg_comp_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,854	,729	,656	,070806605	,729	9,957
2	,911	,829	,703	,065814483	,100	1,583

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	10	37	,000
2	10	27	,165

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	10	,050	9,957	,000
	Residual	,186	37	,005		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,964	2,432		1,630	,112		
	Ln Detailing flow (calls)	-,011	,040	-,049	-,274	,786	,227	4,400
	Ln Journal advertising flow	,001	,003	,051	,465	,644	,613	1,630
	Ln Mailing flow	-,015	,004	-,392	-3,505	,001	,584	1,712
	Ln Competitive global marketing expenditures flow	,131	,038	,524	3,483	,001	,324	3,091

	Ln Detailing stock (calls)	,204	,104	,788	1,958	,058	,045	22,116
	Ln Competitive global marketing expenditures stock	,253	,096	,798	2,632	,012	,080	12,548
	Ln Average drug price per DDD	,158	1,315	,091	,120	,905	,013	77,309
	Ln Average competitors price per DDD	,752	,220	2,615	3,423	,002	,013	79,681
	Drug age	,024	,007	2,794	3,282	,002	,010	98,995
	Printed material (% of times used in calls)	,382	,079	,473	4,866	,000	,775	1,291
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,207	1,255	,218	,205	,265
	Ln Sales in DDDs lagged two periods	,205	1,203	,237	,197	,250
	Ln Other marketing expenditures stock	-,099	-,697	,490	-,115	,368
	Drug age^2	-3,928	-3,392	,002	-,492	,004
	Ln Drug price x Ln Detailing flow	-8,926	-2,695	,011	-,410	,001
	Ipad / Tablet (% of times used in calls)	-,089	-,746	,461	-,123	,522
	Laptop based materials (% of times used in calls)	-,113	-1,108	,275	-,182	,700
	Very useful (% of calls)	-,001	-,013	,990	-,002	,782
	Increase / Will begin to prescribe (% of calls)	,074	,697	,490	,115	,649
	Ln Avg number of products presented during the calls	-,068	-,734	,468	-,121	,871

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,776	,009
	Ln Sales in DDDs lagged two periods	3,999	,009
	Ln Other marketing expenditures stock	2,717	,010
	Drug age^2	235,171	,003
	Ln Drug price x Ln Detailing flow	1751,363	,001
	Ipad / Tablet (% of times used in calls)	1,914	,010
	Laptop based materials (% of times used in calls)	1,428	,010
	Very useful (% of calls)	1,279	,010
	Increase / Will begin to prescribe (% of calls)	1,540	,010
	Ln Avg number of products presented during the calls	1,149	,010

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow	Ln Mailing flow
1	1	8,791	1,000	,00	,00	,00	,00
	2	1,229	2,674	,00	,00	,04	,08
	3	,595	3,844	,00	,00	,19	,15
	4	,299	5,422	,00	,00	,60	,64
	5	,070	11,175	,00	,00	,03	,02
	6	,013	25,709	,00	,00	,02	,00
	7	,001	83,671	,00	,77	,01	,02
	8	,001	132,354	,00	,18	,04	,00
	9	,000	254,030	,00	,00	,02	,06
	10	,000	279,121	,00	,02	,02	,00
	11	1,400E-5	792,340	1,00	,02	,03	,04
2	1	16,858	1,000	,00	,00	,00	,00
	2	1,835	3,031	,00	,00	,01	,02
	3	,890	4,352	,00	,00	,04	,01
	4	,604	5,284	,00	,00	,06	,14
	5	,290	7,628	,00	,00	,37	,30
	6	,268	7,931	,00	,00	,05	,02

	7	,098	13,130	,00	,00	,00	,00
	8	,074	15,093	,00	,00	,01	,03
	9	,042	19,968	,00	,00	,02	,03
	10	,018	30,499	,00	,00	,08	,07
	11	,017	31,755	,00	,00	,05	,00
	12	,003	72,116	,00	,00	,07	,01
	13	,002	95,594	,00	,00	,00	,00
	14	,000	189,533	,00	,00	,00	,01
	15	,000	244,900	,00	,00	,01	,02
	16	,000	389,234	,00	,01	,09	,01
	17	8,902E-5	435,179	,00	,01	,02	,23
	18	3,080E-5	739,786	,00	,00	,00	,03
	19	2,274E-5	860,955	,00	,00	,02	,00
	20	1,178E-5	1196,433	,20	,04	,08	,02
	21	1,266E-6	3649,382	,80	,95	,01	,05

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD	Ln Average competitors price per DDD
1	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,01
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,07	,00	,00	,00	,04
	8	,56	,04	,01	,04	,12
	9	,05	,73	,10	,06	,20
	10	,09	,03	,22	,61	,28
	11	,23	,20	,67	,29	,25
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,03
	10	,00	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,01	,00	,00	,00	,04
	13	,00	,00	,00	,00	,01
	14	,44	,01	,00	,00	,04
	15	,01	,02	,02	,00	,05
	16	,19	,10	,12	,01	,24
	17	,01	,41	,06	,01	,00
	18	,04	,09	,43	,00	,46
	19	,16	,24	,12	,00	,12
	20	,07	,06	,13	,01	,01
	21	,07	,07	,12	,97	,00

Collinearity Diagnostics

		Variance Proportions					
Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Drug age^2
1	1	,00	,00				
	2	,00	,00				
	3	,00	,00				
	4	,00	,00				
	5	,00	,87				
	6	,07	,00				
	7	,00	,02				
	8	,01	,00				
	9	,03	,02				
	10	,04	,00				
	11	,86	,07				
2	1	,00	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00	,00
	8	,00	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00	,00
	11	,00	,03	,00	,00	,00	,00
	12	,00	,01	,00	,00	,36	,00
	13	,00	,04	,00	,00	,33	,01
	14	,01	,01	,00	,00	,01	,01
	15	,29	,15	,00	,00	,00	,21
	16	,02	,01	,00	,02	,02	,05
	17	,02	,10	,00	,00	,23	,06
	18	,31	,00	,00	,52	,01	,10
	19	,10	,01	,87	,07	,01	,01
	20	,00	,18	,10	,29	,00	,03
	21	,25	,08	,02	,10	,00	,52

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					

	11					
2	1	,00	,00	,00	,00	,00
	2	,00	,02	,02	,00	,00
	3	,00	,02	,32	,00	,00
	4	,00	,00	,27	,00	,00
	5	,00	,04	,06	,00	,00
	6	,00	,62	,00	,00	,00
	7	,00	,01	,01	,18	,04
	8	,00	,00	,02	,02	,02
	9	,00	,02	,00	,01	,02
	10	,00	,01	,00	,48	,66
	11	,00	,01	,01	,02	,05
	12	,00	,02	,08	,06	,08
	13	,00	,05	,01	,03	,01
	14	,00	,00	,01	,01	,04
	15	,00	,01	,00	,00	,01
	16	,00	,00	,04	,05	,00
	17	,00	,02	,04	,05	,00
	18	,00	,07	,01	,00	,01
	19	,00	,01	,02	,02	,03
	20	,04	,03	,07	,00	,01
	21	,95	,05	,01	,06	,03

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Avg number of products presented during the calls
1	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	
2	1	,00
	2	,00
	3	,00
	4	,00
	5	,00
	6	,00
	7	,00
	8	,00
	9	,00
	10	,05
	11	,70
	12	,01
	13	,05
	14	,05
	15	,01
	16	,01
	17	,00
	18	,00
	19	,04
	20	,01

21	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_comp_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,854	,729	,665	,069882430	,729	11,357
2	,911	,829	,703	,065814483	,100	1,440

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,212

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	9	,055	11,357	,000
	Residual	,186	38	,005		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,127	1,996		2,067	,046		
	Ln Detailing flow (calls)	-,010	,039	-,047	-,266	,792	,230	4,346
	Ln Journal advertising flow	,001	,003	,051	,476	,637	,614	1,629
	Ln Mailing flow	-,015	,004	-,390	-3,594	,001	,606	1,650
	Ln Competitive global marketing expenditures flow	,130	,036	,519	3,655	,001	,354	2,823
	Ln Detailing stock (calls)	,204	,102	,791	1,995	,053	,045	22,033
	Ln Competitive global marketing expenditures stock	,251	,093	,792	2,685	,011	,082	12,196
	Ln Average competitors price per DDD	,755	,216	2,625	3,501	,001	,013	78,800
	Drug age	,023	,005	2,725	4,370	,000	,018	54,526
	Printed material (% of times used in calls)	,384	,076	,475	5,028	,000	,799	1,252
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338

	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,206	1,277	,209	,205	,270
	Ln Sales in DDDs lagged two periods	,203	1,225	,228	,197	,256
	Ln Other marketing expenditures stock	-,100	-,716	,479	-,117	,372
	Ln Average drug price per DDD	,091	,120	,905	,020	,013
	Drug age^2	-3,074	-2,981	,005	-,440	,006
	Ln Drug price x Ln Detailing flow	-1,074	-,818	,419	-,133	,004
	Ipad / Tablet (% of times used in calls)	-,089	-,763	,450	-,125	,526
	Laptop based materials (% of times used in calls)	-,112	-1,129	,266	-,183	,716
	Very useful (% of calls)	-,003	-,029	,977	-,005	,797
	Increase / Will begin to prescribe (% of calls)	,074	,698	,489	,114	,651
	Ln Avg number of products presented during the calls	-,068	-,746	,460	-,122	,871

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,710	,011
	Ln Sales in DDDs lagged two periods	3,912	,011
	Ln Other marketing expenditures stock	2,686	,013
	Ln Average drug price per DDD	77,309	,010
	Drug age^2	180,019	,003
	Ln Drug price x Ln Detailing flow	239,816	,004
	Ipad / Tablet (% of times used in calls)	1,900	,013
	Laptop based materials (% of times used in calls)	1,397	,013
	Very useful (% of calls)	1,254	,013
	Increase / Will begin to prescribe (% of calls)	1,535	,012
	Ln Avg number of products presented during the calls	1,148	,013

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Variance Proportions Ln Detailing flow (calls)	Variance Proportions Ln Journal advertising flow
1	1	7,803	1,000	,00	,00	,00
	2	1,228	2,521	,00	,00	,04

	3	,587	3,647	,00	,00	,19
	4	,299	5,108	,00	,00	,60
	5	,069	10,651	,00	,00	,03
	6	,013	24,734	,00	,00	,02
	7	,001	78,944	,00	,76	,01
	8	,000	135,225	,00	,17	,03
	9	,000	241,568	,00	,01	,04
	10	1,880E-5	644,271	,99	,06	,05
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00	,00	,00	,00	,00
	2	,08	,00	,00	,00	,00
	3	,15	,00	,00	,00	,01
	4	,66	,00	,00	,00	,00
	5	,02	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,02	,09	,00	,00	,04
	8	,01	,65	,08	,02	,07
	9	,05	,11	,58	,21	,34
	10	,01	,15	,33	,77	,44
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,03
	10	,07	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,04
	13	,00	,00	,00	,00	,01
	14	,01	,44	,01	,00	,04
	15	,02	,01	,02	,02	,05

	16	,01	,19	,10	,12	,24
	17	,23	,01	,41	,06	,00
	18	,03	,04	,09	,43	,46
	19	,00	,16	,24	,12	,12
	20	,02	,07	,06	,13	,01
	21	,05	,07	,07	,12	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock
1	1	,00	,00			
	2	,00	,00			
	3	,00	,01			
	4	,00	,00			
	5	,00	,90			
	6	,12	,00			
	7	,00	,02			
	8	,05	,00			
	9	,02	,02			
	10	,81	,05			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,36	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00
	11	,00	,03	,00	,00	,00
	12	,00	,01	,00	,00	,36
	13	,00	,04	,00	,00	,33
	14	,01	,01	,00	,00	,01
	15	,29	,15	,00	,00	,00
	16	,02	,01	,00	,02	,02
	17	,02	,10	,00	,00	,23
	18	,31	,00	,00	,52	,01
	19	,10	,01	,87	,07	,01
	20	,00	,18	,10	,29	,00
	21	,25	,08	,02	,10	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average drug price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					

	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,00	,01	,00	,00	,01
	15	,00	,21	,00	,01	,00
	16	,01	,05	,00	,00	,04
	17	,01	,06	,00	,02	,04
	18	,00	,10	,00	,07	,01
	19	,00	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,97	,52	,95	,05	,01

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01

	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock drug_age
    printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,801	,642	,568	,079328776	,642	8,726
2	,911	,829	,703	,065814483	,188	2,472

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,025

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,439	8	,055	8,726	,000
	Residual	,245	39	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,553	1,754		4,876	,000		
	Ln Detailing flow (calls)	-,029	,044	-,132	-,666	,510	,235	4,263
	Ln Journal advertising flow	-,001	,003	-,047	-,402	,690	,659	1,517
	Ln Mailing flow	-,011	,004	-,295	-2,474	,018	,646	1,547
	Ln Competitive global marketing expenditures flow	,090	,038	,359	2,353	,024	,395	2,531
	Ln Detailing stock (calls)	,255	,115	,988	2,217	,033	,046	21,591
	Ln Competitive global marketing expenditures stock	-,017	,061	-,052	-,272	,787	,247	4,043
	Drug age	,008	,003	,886	2,323	,025	,063	15,827
	Printed material (% of times used in calls)	,418	,086	,517	4,860	,000	,812	1,232
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768

	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,363	2,190	,035	,335	,304
	Ln Sales in DDDs lagged two periods	,369	2,167	,037	,332	,290
	Ln Other marketing expenditures stock	-,130	-,826	,414	-,133	,374
	Ln Average drug price per DDD	,361	,427	,672	,069	,013
	Ln Average competitors price per DDD	2,625	3,501	,001	,494	,013
	Drug age^2	-1,691	-1,392	,172	-,220	,006
	Ln Drug price x Ln Detailing flow	-,414	-,279	,782	-,045	,004
	Ipad / Tablet (% of times used in calls)	-,135	-1,030	,310	-,165	,533
	Laptop based materials (% of times used in calls)	-,150	-1,346	,186	-,213	,725
	Very useful (% of calls)	,035	,326	,746	,053	,808
	Increase / Will begin to prescribe (% of calls)	,143	1,233	,225	,196	,679
	Ln Avg number of products presented during the calls	-,049	-,470	,641	-,076	,874

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,288	,040
	Ln Sales in DDDs lagged two periods	3,446	,046
	Ln Other marketing expenditures stock	2,675	,038
	Ln Average drug price per DDD	76,455	,013
	Ln Average competitors price per DDD	78,800	,013
	Drug age^2	164,408	,005
	Ln Drug price x Ln Detailing flow	235,062	,004
	Ipad / Tablet (% of times used in calls)	1,875	,043
	Laptop based materials (% of times used in calls)	1,380	,042
	Very useful (% of calls)	1,238	,046
	Increase / Will begin to prescribe (% of calls)	1,473	,043
	Ln Avg number of products presented during the calls	1,144	,046

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,613	1,000	,00	,00	,00
	2	,891	2,923	,00	,00	,15
	3	,307	4,980	,00	,00	,72
	4	,132	7,606	,00	,00	,00
	5	,055	11,770	,00	,00	,02
	6	,002	61,669	,00	,23	,07
	7	,001	103,317	,00	,74	,02
	8	,000	166,698	,00	,00	,00
	9	3,122E-5	493,791	,99	,03	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Drug age
1	1	,00	,00	,00	,00	,00
	2	,25	,00	,00	,00	,00
	3	,58	,00	,00	,00	,00
	4	,07	,00	,00	,00	,03
	5	,06	,00	,00	,00	,03
	6	,03	,12	,01	,01	,11
	7	,01	,06	,09	,00	,00
	8	,00	,74	,03	,44	,07
	9	,01	,08	,87	,54	,76
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,00

	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,00
	13	,00	,00	,00	,00	,00
	14	,01	,44	,01	,00	,01
	15	,02	,01	,02	,02	,29
	16	,01	,19	,10	,12	,02
	17	,23	,01	,41	,06	,02
	18	,03	,04	,09	,43	,31
	19	,00	,16	,24	,12	,10
	20	,02	,07	,06	,13	,00
	21	,05	,07	,07	,12	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Average drug price per DDD
1	1	,00				
	2	,00				
	3	,00				
	4	,20				
	5	,69				
	6	,00				
	7	,05				
	8	,02				
	9	,04				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,01	,00	,00	,36	,00
	13	,04	,00	,00	,33	,00
	14	,01	,00	,00	,01	,00
	15	,15	,00	,00	,00	,00
	16	,01	,00	,02	,02	,01
	17	,10	,00	,00	,23	,01
	18	,00	,00	,52	,01	,00
	19	,01	,87	,07	,01	,00
	20	,18	,10	,29	,00	,01
	21	,08	,02	,10	,00	,97

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					

	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,03	,00	,00	,02	,00
	10	,01	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,04	,00	,00	,02	,08
	13	,01	,01	,00	,05	,01
	14	,04	,01	,00	,00	,01
	15	,05	,21	,00	,01	,00
	16	,24	,05	,00	,00	,04
	17	,00	,06	,00	,02	,04
	18	,46	,10	,00	,07	,01
	19	,12	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,00	,52	,95	,05	,01

Collinearity Diagnostics

			Variance Proportions	
Model	Dimension	Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01

	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
comp_mark_expend_stock
    avg_comp_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,854	,729	,665	,069882430	,729	11,357
2	,911	,829	,703	,065814483	,100	1,440

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	9	38	,000
2	11	27	,212

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,499	9	,055	11,357	,000
	Residual	,186	38	,005		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,127	1,996		2,067	,046		
	Ln Detailing flow (calls)	-,010	,039	-,047	-,266	,792	,230	4,346
	Ln Journal advertising flow	,001	,003	,051	,476	,637	,614	1,629
	Ln Mailing flow	-,015	,004	-,390	-3,594	,001	,606	1,650
	Ln Competitive global marketing expenditures flow	,130	,036	,519	3,655	,001	,354	2,823
	Ln Detailing stock (calls)	,204	,102	,791	1,995	,053	,045	22,033
	Ln Competitive global marketing expenditures stock	,251	,093	,792	2,685	,011	,082	12,196
	Ln Average competitors price per DDD	,755	,216	2,625	3,501	,001	,013	78,800
	Drug age	,023	,005	2,725	4,370	,000	,018	54,526
	Printed material (% of times used in calls)	,384	,076	,475	5,028	,000	,799	1,252
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471

	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,206	1,277	,209	,205	,270
	Ln Sales in DDDs lagged two periods	,203	1,225	,228	,197	,256
	Ln Other marketing expenditures stock	-,100	-,716	,479	-,117	,372
	Ln Average drug price per DDD	,091	,120	,905	,020	,013
	Drug age^2	-3,074	-2,981	,005	-,440	,006
	Ln Drug price x Ln Detailing flow	-1,074	-,818	,419	-,133	,004
	Ipad / Tablet (% of times used in calls)	-,089	-,763	,450	-,125	,526
	Laptop based materials (% of times used in calls)	-,112	-1,129	,266	-,183	,716
	Very useful (% of calls)	-,003	-,029	,977	-,005	,797
	Increase / Will begin to prescribe (% of calls)	,074	,698	,489	,114	,651
	Ln Avg number of products presented during the calls	-,068	-,746	,460	-,122	,871

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,710	,011
	Ln Sales in DDDs lagged two periods	3,912	,011
	Ln Other marketing expenditures stock	2,686	,013
	Ln Average drug price per DDD	77,309	,010
	Drug age^2	180,019	,003
	Ln Drug price x Ln Detailing flow	239,816	,004
	Ipad / Tablet (% of times used in calls)	1,900	,013
	Laptop based materials (% of times used in calls)	1,397	,013
	Very useful (% of calls)	1,254	,013
	Increase / Will begin to prescribe (% of calls)	1,535	,012
	Ln Avg number of products presented during the calls	1,148	,013

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,803	1,000	,00	,00	,00
	2	1,228	2,521	,00	,00	,04
	3	,587	3,647	,00	,00	,19
	4	,299	5,108	,00	,00	,60
	5	,069	10,651	,00	,00	,03
	6	,013	24,734	,00	,00	,02
	7	,001	78,944	,00	,76	,01
	8	,000	135,225	,00	,17	,03
	9	,000	241,568	,00	,01	,04
	10	1,880E-5	644,271	,99	,06	,05
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Competitive global marketing expenditures stock	Ln Average competitors price per DDD
1	1	,00	,00	,00	,00	,00
	2	,08	,00	,00	,00	,00
	3	,15	,00	,00	,00	,01
	4	,66	,00	,00	,00	,00
	5	,02	,00	,00	,00	,00
	6	,00	,00	,00	,00	,09
	7	,02	,09	,00	,00	,04
	8	,01	,65	,08	,02	,07
	9	,05	,11	,58	,21	,34
	10	,01	,15	,33	,77	,44
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00

	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,03
	10	,07	,00	,00	,00	,01
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,04
	13	,00	,00	,00	,00	,01
	14	,01	,44	,01	,00	,04
	15	,02	,01	,02	,02	,05
	16	,01	,19	,10	,12	,24
	17	,23	,01	,41	,06	,00
	18	,03	,04	,09	,43	,46
	19	,00	,16	,24	,12	,12
	20	,02	,07	,06	,13	,01
	21	,05	,07	,07	,12	,00

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Drug age	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock
1	1	,00	,00			
	2	,00	,00			
	3	,00	,01			
	4	,00	,00			
	5	,00	,90			
	6	,12	,00			
	7	,00	,02			
	8	,05	,00			
	9	,02	,02			
	10	,81	,05			
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,01	,00	,00	,00
	8	,00	,36	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,01	,00	,00	,00
	11	,00	,03	,00	,00	,00
	12	,00	,01	,00	,00	,36
	13	,00	,04	,00	,00	,33
	14	,01	,01	,00	,00	,01
	15	,29	,15	,00	,00	,00
	16	,02	,01	,00	,02	,02
	17	,02	,10	,00	,00	,23
	18	,31	,00	,00	,52	,01
	19	,10	,01	,87	,07	,01
	20	,00	,18	,10	,29	,00
	21	,25	,08	,02	,10	,00

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average drug price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,00	,01	,00	,00	,01
	15	,00	,21	,00	,01	,00
	16	,01	,05	,00	,00	,04
	17	,01	,06	,00	,02	,04
	18	,00	,10	,00	,07	,01
	19	,00	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,97	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00

	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
avg_comp_price_ddd drug_age
    printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,823	,678	,611	,075238053	,678	10,245
2	,911	,829	,703	,065814483	,152	1,997

Model Summary

Model	Change Statistics df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,066

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	8	,058	10,245	,000
	Residual	,221	39	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	8,599	1,184		7,260	,000		
	Ln Detailing flow (calls)	-,028	,041	-,125	-,668	,508	,237	4,227
	Ln Journal advertising flow	-,001	,003	-,023	-,204	,839	,657	1,522
	Ln Mailing flow	-,013	,004	-,339	-2,945	,005	,625	1,599
	Ln Competitive global marketing expenditures flow	,121	,038	,485	3,190	,003	,357	2,802
	Ln Detailing stock (calls)	,150	,108	,579	1,384	,174	,047	21,157
	Ln Average competitors price per DDD	,282	,134	,979	2,107	,042	,038	26,122
	Drug age	,012	,003	1,352	3,520	,001	,056	17,838
	Printed material (% of times used in calls)	,411	,081	,508	5,038	,000	,812	1,231
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291

	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,306	1,879	,068	,292	,292
	Ln Sales in DDDs lagged two periods	,298	1,757	,087	,274	,272
	Ln Other marketing expenditures stock	-,133	-,895	,377	-,144	,375
	Ln Competitive global marketing expenditures stock	,792	2,685	,011	,399	,082
	Ln Average drug price per DDD	-,241	-,302	,764	-,049	,013
	Drug age^2	-3,295	-2,969	,005	-,434	,006
	Ln Drug price x Ln Detailing flow	-1,635	-1,184	,244	-,189	,004
	Ipad / Tablet (% of times used in calls)	-,133	-1,075	,289	-,172	,538
	Laptop based materials (% of times used in calls)	-,138	-1,304	,200	-,207	,723
	Very useful (% of calls)	,048	,478	,636	,077	,832
	Increase / Will begin to prescribe (% of calls)	,132	1,206	,235	,192	,686
	Ln Avg number of products presented during the calls	-,078	-,795	,431	-,128	,872

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,426	,037
	Ln Sales in DDDs lagged two periods	3,673	,036
	Ln Other marketing expenditures stock	2,663	,038
	Ln Competitive global marketing expenditures stock	12,196	,013
	Ln Average drug price per DDD	75,142	,013

	Drug age^2	178,884	,003
	Ln Drug price x Ln Detailing flow	232,792	,004
	Ipad / Tablet (% of times used in calls)	1,859	,038
	Laptop based materials (% of times used in calls)	1,383	,038
	Very useful (% of calls)	1,202	,038
	Increase / Will begin to prescribe (% of calls)	1,457	,038
	Ln Avg number of products presented during the calls	1,146	,037

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,832	1,000	,00	,00	,00
	2	1,204	2,382	,00	,00	,04
	3	,585	3,419	,00	,00	,20
	4	,299	4,781	,00	,00	,64
	5	,067	10,109	,00	,00	,03
	6	,012	23,935	,00	,01	,02
	7	,001	75,454	,00	,74	,02
	8	,000	135,191	,02	,23	,05
	9	5,671E-5	347,092	,98	,02	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Average competitors price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,08	,00	,00	,01	,00
	3	,16	,00	,00	,02	,00
	4	,68	,00	,00	,00	,00
	5	,02	,00	,00	,01	,00
	6	,00	,01	,00	,28	,38
	7	,02	,13	,00	,09	,00
	8	,02	,51	,19	,52	,24
	9	,01	,35	,81	,06	,37

2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,03	,00
	10	,07	,00	,00	,01	,00
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,04	,00
	13	,00	,00	,00	,01	,00
	14	,01	,44	,01	,04	,01
	15	,02	,01	,02	,05	,29
	16	,01	,19	,10	,24	,02
	17	,23	,01	,41	,00	,02
	18	,03	,04	,09	,46	,31
	19	,00	,16	,24	,12	,10
	20	,02	,07	,06	,01	,00
	21	,05	,07	,07	,00	,25

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,01				
	4	,00				
	5	,91				
	6	,00				
	7	,03				
	8	,00				
	9	,05				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,01	,00	,00	,36	,00
	13	,04	,00	,00	,33	,00
	14	,01	,00	,00	,01	,00
	15	,15	,00	,00	,00	,02
	16	,01	,00	,02	,02	,12
	17	,10	,00	,00	,23	,06
	18	,00	,00	,52	,01	,43
	19	,01	,87	,07	,01	,12
	20	,18	,10	,29	,00	,13
	21	,08	,02	,10	,00	,12

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average drug price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,00	,01	,00	,00	,01
	15	,00	,21	,00	,01	,00
	16	,01	,05	,00	,00	,04
	17	,01	,06	,00	,02	,04
	18	,00	,10	,00	,07	,01
	19	,00	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,97	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00

	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock drug_age
printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls)
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Competitive global marketing expenditures stock, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,801	,641	,578	,078405214	,641	10,198
2	,911	,829	,703	,065814483	,188	2,290

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,034

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,439	7	,063	10,198	,000
	Residual	,246	40	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,213	1,219		6,735	,000		
	Ln Detailing flow (calls)	-,028	,043	-,127	-,651	,519	,237	4,227
	Ln Journal advertising flow	-,001	,003	-,045	-,387	,701	,663	1,508
	Ln Mailing flow	-,011	,004	-,293	-2,492	,017	,648	1,543
	Ln Competitive global marketing expenditures flow	,086	,036	,345	2,421	,020	,441	2,268
	Ln Detailing stock (calls)	,272	,095	1,055	2,875	,006	,067	14,987
	Drug age	,008	,003	,930	2,724	,010	,077	12,984
	Printed material (% of times used in calls)	,417	,085	,516	4,910	,000	,813	1,229
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187

	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,364	2,219	,032	,335	,304
	Ln Sales in DDDs lagged two periods	,370	2,210	,033	,334	,292
	Ln Other marketing expenditures stock	-,126	-,814	,421	-,129	,376
	Ln Competitive global marketing expenditures stock	-,052	-,272	,787	-,044	,247
	Ln Average drug price per DDD	,387	,505	,616	,081	,016
	Ln Average competitors price per DDD	,979	2,107	,042	,320	,038
	Drug age^2	-1,157	-1,089	,283	-,172	,008
	Ln Drug price x Ln Detailing flow	-,172	-,131	,897	-,021	,005
	Ipad / Tablet (% of times used in calls)	-,131	-1,011	,318	-,160	,538
	Laptop based materials (% of times used in calls)	-,149	-1,357	,183	-,212	,725
	Very useful (% of calls)	,028	,272	,787	,043	,839
	Increase / Will begin to prescribe (% of calls)	,137	1,209	,234	,190	,687
	Ln Avg number of products presented during the calls	-,043	-,428	,671	-,068	,895

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,288	,054
	Ln Sales in DDDs lagged two periods	3,427	,065
	Ln Other marketing expenditures stock	2,662	,047
	Ln Competitive global marketing expenditures stock	4,043	,046
	Ln Average drug price per DDD	63,932	,016
	Ln Average competitors price per DDD	26,122	,038
	Drug age^2	126,180	,006

	Ln Drug price x Ln Detailing flow	188,254	,005
	Ipad / Tablet (% of times used in calls)	1,859	,063
	Laptop based materials (% of times used in calls)	1,379	,058
	Very useful (% of calls)	1,192	,066
	Increase / Will begin to prescribe (% of calls)	1,456	,063
	Ln Avg number of products presented during the calls	1,117	,066

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,632	1,000	,00	,00	,00
	2	,874	2,754	,00	,00	,15
	3	,307	4,649	,00	,00	,73
	4	,131	7,102	,00	,00	,00
	5	,053	11,223	,00	,00	,02
	6	,002	62,536	,00	,24	,07
	7	,001	96,467	,01	,73	,02
	8	6,023E-5	331,830	,99	,03	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Drug age	Printed material (% of times used in calls)
1	1	,00	,00	,00	,00	,00
	2	,25	,00	,00	,00	,00
	3	,58	,00	,00	,00	,00
	4	,07	,00	,00	,04	,20
	5	,06	,00	,00	,03	,70
	6	,03	,25	,01	,12	,00
	7	,01	,08	,13	,00	,04
	8	,00	,67	,86	,81	,06
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00

	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,01
	8	,03	,00	,00	,00	,36
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,01
	11	,00	,00	,00	,00	,03
	12	,01	,01	,00	,00	,01
	13	,00	,00	,00	,00	,04
	14	,01	,44	,01	,01	,01
	15	,02	,01	,02	,29	,15
	16	,01	,19	,10	,02	,01
	17	,23	,01	,41	,02	,10
	18	,03	,04	,09	,31	,00
	19	,00	,16	,24	,10	,01
	20	,02	,07	,06	,00	,18
	21	,05	,07	,07	,25	,08

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock	Ln Average drug price per DDD
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,00	,00	,36	,00	,00
	13	,00	,00	,33	,00	,00
	14	,00	,00	,01	,00	,00
	15	,00	,00	,00	,02	,00
	16	,00	,02	,02	,12	,01
	17	,00	,00	,23	,06	,01
	18	,00	,52	,01	,43	,00
	19	,87	,07	,01	,12	,00
	20	,10	,29	,00	,13	,01
	21	,02	,10	,00	,12	,97

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,03	,00	,00	,02	,00
	10	,01	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,04	,00	,00	,02	,08
	13	,01	,01	,00	,05	,01
	14	,04	,01	,00	,00	,01
	15	,05	,21	,00	,01	,00
	16	,24	,05	,00	,00	,04
	17	,00	,06	,00	,02	,04
	18	,46	,10	,00	,07	,01
	19	,12	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,00	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00

	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing compet_global det_stock
avg_price_ddd drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average drug price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Average competitors price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

					Change Statistics	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	,802	,643	,570	,079145196	,643	8,789
2	,911	,829	,703	,065814483	,186	2,450

Model Summary

	Change Statistics		
Model	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,026

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,440	8	,055	8,789	,000
	Residual	,244	39	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,704	1,590		4,844	,000		
	Ln Detailing flow (calls)	-,031	,044	-,139	-,703	,486	,233	4,295
	Ln Journal advertising flow	-,001	,003	-,047	-,401	,691	,662	1,510
	Ln Mailing flow	-,011	,005	-,307	-2,520	,016	,616	1,623
	Ln Competitive global marketing expenditures flow	,095	,040	,381	2,379	,022	,357	2,800
	Ln Detailing stock (calls)	,255	,101	,989	2,518	,016	,059	16,852
	Ln Average drug price per DDD	,676	1,337	,387	,505	,616	,016	63,932
	Drug age	,011	,006	1,219	1,826	,076	,021	48,742
	Printed material (% of times used in calls)	,410	,087	,507	4,729	,000	,794	1,259
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187

	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,359	2,137	,039	,328	,297
	Ln Sales in DDDs lagged two periods	,366	2,120	,041	,325	,281
	Ln Other marketing expenditures stock	-,121	-,771	,446	-,124	,374
	Ln Competitive global marketing expenditures stock	-,016	-,074	,942	-,012	,207
	Ln Average competitors price per DDD	1,039	2,037	,049	,314	,033
	Drug age^2	-1,100	-1,013	,318	-,162	,008
	Ln Drug price x Ln Detailing flow	-6,981	-1,852	,072	-,288	,001
	Ipad / Tablet (% of times used in calls)	-,128	-,976	,335	-,156	,537
	Laptop based materials (% of times used in calls)	-,144	-1,284	,207	-,204	,711
	Very useful (% of calls)	,040	,370	,713	,060	,809
	Increase / Will begin to prescribe (% of calls)	,143	1,240	,222	,197	,683
	Ln Avg number of products presented during the calls	-,046	-,449	,656	-,073	,893

Excluded Variables

Model		Collinearity Statistics	
		VIF	Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,362	,015
	Ln Sales in DDDs lagged two periods	3,553	,015
	Ln Other marketing expenditures stock	2,676	,016
	Ln Competitive global marketing expenditures stock	4,835	,013
	Ln Average competitors price per DDD	30,702	,013
	Drug age^2	129,035	,005
	Ln Drug price x Ln Detailing flow	1649,941	,001
	Ipad / Tablet (% of times used in calls)	1,864	,016
	Laptop based materials (% of times used in calls)	1,406	,015
	Very useful (% of calls)	1,236	,015

	Increase / Will begin to prescribe (% of calls)	1,464	,016
	Ln Avg number of products presented during the calls	1,119	,016

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	7,613	1,000	,00	,00	,00
	2	,880	2,941	,00	,00	,16
	3	,308	4,976	,00	,00	,73
	4	,137	7,455	,00	,00	,00
	5	,059	11,338	,00	,00	,02
	6	,002	66,305	,00	,16	,07
	7	,001	92,655	,00	,83	,02
	8	,000	242,302	,00	,00	,00
	9	4,016E-5	435,403	,99	,00	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions Ln Mailing flow	Ln Competitive global marketing expenditures flow	Ln Detailing stock (calls)	Ln Average drug price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,24	,00	,00	,00	,00
	3	,54	,00	,00	,00	,00
	4	,08	,00	,00	,00	,01
	5	,05	,00	,00	,00	,00
	6	,03	,22	,00	,00	,04
	7	,01	,04	,04	,03	,00
	8	,05	,02	,81	,49	,08
	9	,01	,72	,15	,48	,86
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00

	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,00	,00
	10	,07	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,01	,01	,00	,00	,00
	13	,00	,00	,00	,00	,00
	14	,01	,44	,01	,00	,01
	15	,02	,01	,02	,00	,29
	16	,01	,19	,10	,01	,02
	17	,23	,01	,41	,01	,02
	18	,03	,04	,09	,00	,31
	19	,00	,16	,24	,00	,10
	20	,02	,07	,06	,01	,00
	21	,05	,07	,07	,97	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,00				
	4	,14				
	5	,74				
	6	,00				
	7	,04				
	8	,01				
	9	,07				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,01	,00	,00	,36	,00
	13	,04	,00	,00	,33	,00
	14	,01	,00	,00	,01	,00
	15	,15	,00	,00	,00	,02
	16	,01	,00	,02	,02	,12
	17	,10	,00	,00	,23	,06
	18	,00	,00	,52	,01	,43
	19	,01	,87	,07	,01	,12
	20	,18	,10	,29	,00	,13
	21	,08	,02	,10	,00	,12

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average competitors price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,03	,00	,00	,02	,00
	10	,01	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,04	,00	,00	,02	,08
	13	,01	,01	,00	,05	,01
	14	,04	,01	,00	,00	,01
	15	,05	,21	,00	,01	,00
	16	,24	,05	,00	,00	,04
	17	,00	,06	,00	,02	,04
	18	,46	,10	,00	,07	,01
	19	,12	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,00	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00

	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock avg_comp_price_ddd
drug_age printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Competitive global marketing expenditures flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,770	,593	,522	,083421091	,593	8,342
2	,911	,829	,703	,065814483	,236	2,866

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	7	40	,000
2	13	27	,010

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,406	7	,058	8,342	,000
	Residual	,278	40	,007		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,141	,971		11,469	,000		
	Ln Detailing flow (calls)	-,044	,045	-,199	-,966	,340	,240	4,162
	Ln Journal advertising flow	-,002	,003	-,087	-,711	,481	,679	1,473
	Ln Mailing flow	-,013	,005	-,342	-2,686	,010	,625	1,599
	Ln Detailing stock (calls)	,069	,116	,267	,592	,557	,050	19,999
	Ln Average competitors price per DDD	,095	,133	,332	,716	,478	,047	21,143
	Drug age	,005	,003	,535	1,687	,099	,101	9,909
	Printed material (% of times used in calls)	,453	,089	,561	5,088	,000	,835	1,197
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291
	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400

	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,444	2,735	,009	,401	,332
	Ln Sales in DDDs lagged two periods	,385	2,107	,042	,320	,281
	Ln Competitive global marketing expenditures flow	,485	3,190	,003	,455	,357
	Ln Other marketing expenditures stock	-,143	-,865	,392	-,137	,376
	Ln Competitive global marketing expenditures stock	,698	2,070	,045	,315	,083
	Ln Average drug price per DDD	-,894	-1,067	,292	-,168	,014
	Drug age^2	-3,993	-3,429	,001	-,481	,006
	Ln Drug price x Ln Detailing flow	-2,904	-2,107	,042	-,320	,005
	Ipad / Tablet (% of times used in calls)	-,189	-1,406	,168	-,220	,550
	Laptop based materials (% of times used in calls)	-,194	-1,703	,096	-,263	,747
	Very useful (% of calls)	,074	,670	,507	,107	,838
	Increase / Will begin to prescribe (% of calls)	,213	1,875	,068	,288	,741
	Ln Avg number of products presented during the calls	-,012	-,114	,910	-,018	,911

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,015	,047
	Ln Sales in DDDs lagged two periods	3,561	,045
	Ln Competitive global marketing expenditures flow	2,802	,038
	Ln Other marketing expenditures stock	2,662	,039
	Ln Competitive global marketing expenditures stock	12,104	,014
	Ln Average drug price per DDD	69,322	,014

	Drug age^2	169,286	,003
	Ln Drug price x Ln Detailing flow	202,954	,005
	Ipad / Tablet (% of times used in calls)	1,817	,047
	Laptop based materials (% of times used in calls)	1,338	,047
	Very useful (% of calls)	1,194	,046
	Increase / Will begin to prescribe (% of calls)	1,350	,047
	Ln Avg number of products presented during the calls	1,098	,047

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	5,875	1,000	,00	,00	,01
	2	1,170	2,240	,00	,00	,03
	3	,580	3,181	,00	,00	,21
	4	,299	4,435	,00	,00	,67
	5	,064	9,549	,00	,00	,04
	6	,010	23,886	,00	,02	,01
	7	,001	84,008	,03	,98	,00
	8	8,161E-5	268,307	,97	,00	,03
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Ln Mailing flow	Variance Proportions Ln Detailing stock (calls)	Ln Average competitors price per DDD	Drug age	Printed material (% of times used in calls)
1	1	,01	,00	,00	,00	,00
	2	,07	,00	,02	,00	,00
	3	,16	,00	,02	,00	,01
	4	,68	,00	,00	,00	,00
	5	,02	,00	,02	,01	,93
	6	,00	,00	,42	,74	,00
	7	,03	,04	,00	,14	,03
	8	,02	,96	,51	,12	,03
2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00

	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,01
	8	,03	,00	,00	,00	,36
	9	,03	,00	,03	,00	,00
	10	,07	,00	,01	,00	,01
	11	,00	,00	,00	,00	,03
	12	,01	,00	,04	,00	,01
	13	,00	,00	,01	,00	,04
	14	,01	,01	,04	,01	,01
	15	,02	,02	,05	,29	,15
	16	,01	,10	,24	,02	,01
	17	,23	,41	,00	,02	,10
	18	,03	,09	,46	,31	,00
	19	,00	,24	,12	,10	,01
	20	,02	,06	,01	,00	,18
	21	,05	,07	,00	,25	,08

Collinearity Diagnostics

		Variance Proportions				
Model	Dimension	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Competitive global marketing expenditures flow	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,00	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,00	,00	,00	,00	,00
	11	,00	,00	,00	,00	,00
	12	,00	,00	,01	,36	,00
	13	,00	,00	,00	,33	,00
	14	,00	,00	,44	,01	,00
	15	,00	,00	,01	,00	,02
	16	,00	,02	,19	,02	,12
	17	,00	,00	,01	,23	,06
	18	,00	,52	,04	,01	,43
	19	,87	,07	,16	,01	,12
	20	,10	,29	,07	,00	,13
	21	,02	,10	,07	,00	,12

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average drug price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,00	,01	,00	,00	,01
	15	,00	,21	,00	,01	,00
	16	,01	,05	,00	,00	,04
	17	,01	,06	,00	,02	,04
	18	,00	,10	,00	,07	,01
	19	,00	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,97	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00
	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00

	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_calls journal mailing
compet_global det_stock
    ome_stock comp_mark_expend_stock avg_price_ddd avg_comp_price_ddd
drug_age drug_age_sq price_x_det
    ipad_tablet laptop printed very_useful incr_or_begin avg_nr_products.
```

Regression

Variables Entered/Removed

Model	Variables Entered
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD
2	Ln Avg number of products presented during the calls, Very useful (% of calls), Laptop based materials (% of times used in calls), Ipad / Tablet (% of times used in calls), Increase / Will begin to prescribe (% of calls), Ln Other marketing expenditures stock, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Competitive global marketing expenditures stock, Ln Average drug price per DDD, Drug age^2, Ln Drug price x Ln Detailing flow

Variables Entered/Removed

Model	Variables Removed	Method
1	.	Enter
2	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,823	,678	,611	,075238053	,678	10,245
2	,911	,829	,703	,065814483	,152	1,997

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	8	39	,000
2	12	27	,066

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	8	,058	10,245	,000
	Residual	,221	39	,006		
	Total	,685	47			
2	Regression	,568	20	,028	6,554	,000
	Residual	,117	27	,004		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,599	1,184		7,260	,000		
	Ln Detailing flow (calls)	-,028	,041	-,125	-,668	,508	,237	4,227
	Ln Journal advertising flow	-,001	,003	-,023	-,204	,839	,657	1,522
	Ln Mailing flow	-,013	,004	-,339	-2,945	,005	,625	1,599
	Ln Detailing stock (calls)	,150	,108	,579	1,384	,174	,047	21,157
	Ln Competitive global marketing expenditures flow	,121	,038	,485	3,190	,003	,357	2,802
	Ln Average competitors price per DDD	,282	,134	,979	2,107	,042	,038	26,122
	Drug age	,012	,003	1,352	3,520	,001	,056	17,838
	Printed material (% of times used in calls)	,411	,081	,508	5,038	,000	,812	1,231
2	(Constant)	6,519	4,773		1,366	,183		
	Ln Detailing flow (calls)	,250	,555	1,134	,451	,656	,001	1000,252
	Ln Journal advertising flow	,004	,004	,155	1,189	,245	,374	2,672
	Ln Mailing flow	-,010	,005	-,264	-1,945	,062	,342	2,921
	Ln Detailing stock (calls)	,167	,135	,648	1,240	,226	,023	43,129
	Ln Competitive global marketing expenditures flow	,058	,045	,231	1,291	,208	,198	5,054
	Ln Average competitors price per DDD	1,065	,288	3,701	3,693	,001	,006	158,768
	Drug age	,059	,020	6,825	2,892	,007	,001	880,416
	Printed material (% of times used in calls)	,263	,110	,325	2,383	,024	,340	2,944
	Ln Sales in DDDs lagged one period	,034	,161	,038	,210	,835	,189	5,291

	Ln Sales in DDDs lagged two periods	-,078	,155	-,103	-,507	,616	,155	6,471
	Ln Other marketing expenditures stock	-,018	,021	-,126	-,858	,399	,294	3,400
	Ln Competitive global marketing expenditures stock	,190	,101	,600	1,874	,072	,062	16,187
	Ln Average drug price per DDD	-1,307	6,526	-,747	-,200	,843	,000	2202,332
	Drug age^2	,000	,000	-4,280	-2,029	,052	,001	703,207
	Ln Drug price x Ln Detailing flow	-,233	,820	-1,671	-,285	,778	,000	5453,971
	Ipad / Tablet (% of times used in calls)	-,054	,246	-,027	-,221	,827	,428	2,338
	Laptop based materials (% of times used in calls)	-,650	,559	-,118	-1,164	,255	,612	1,634
	Very useful (% of calls)	-,298	,189	-,211	-1,578	,126	,355	2,816
	Increase / Will begin to prescribe (% of calls)	,137	,158	,114	,866	,394	,362	2,759
	Ln Avg number of products presented during the calls	-,054	,131	-,039	-,417	,680	,715	1,399

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Ln Sales in DDDs lagged one period	,306	1,879	,068	,292	,292
	Ln Sales in DDDs lagged two periods	,298	1,757	,087	,274	,272
	Ln Other marketing expenditures stock	-,133	-,895	,377	-,144	,375
	Ln Competitive global marketing expenditures stock	,792	2,685	,011	,399	,082
	Ln Average drug price per DDD	-,241	-,302	,764	-,049	,013
	Drug age^2	-3,295	-2,969	,005	-,434	,006
	Ln Drug price x Ln Detailing flow	-1,635	-1,184	,244	-,189	,004
	Ipad / Tablet (% of times used in calls)	-,133	-1,075	,289	-,172	,538
	Laptop based materials (% of times used in calls)	-,138	-1,304	,200	-,207	,723
	Very useful (% of calls)	,048	,478	,636	,077	,832
	Increase / Will begin to prescribe (% of calls)	,132	1,206	,235	,192	,686
	Ln Avg number of products presented during the calls	-,078	-,795	,431	-,128	,872

Excluded Variables

Model		Collinearity Statistics VIF	Collinearity Statistics Minimum Tolerance
1	Ln Sales in DDDs lagged one period	3,426	,037
	Ln Sales in DDDs lagged two periods	3,673	,036
	Ln Other marketing expenditures stock	2,663	,038
	Ln Competitive global marketing expenditures stock	12,196	,013
	Ln Average drug price per DDD	75,142	,013

	Drug age^2	178,884	,003
	Ln Drug price x Ln Detailing flow	232,792	,004
	Ipad / Tablet (% of times used in calls)	1,859	,038
	Laptop based materials (% of times used in calls)	1,383	,038
	Very useful (% of calls)	1,202	,038
	Increase / Will begin to prescribe (% of calls)	1,457	,038
	Ln Avg number of products presented during the calls	1,146	,037

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Ln Detailing flow (calls)	Ln Journal advertising flow
1	1	6,832	1,000	,00	,00	,00
	2	1,204	2,382	,00	,00	,04
	3	,585	3,419	,00	,00	,20
	4	,299	4,781	,00	,00	,64
	5	,067	10,109	,00	,00	,03
	6	,012	23,935	,00	,01	,02
	7	,001	75,454	,00	,74	,02
	8	,000	135,191	,02	,23	,05
	9	5,671E-5	347,092	,98	,02	,00
2	1	16,858	1,000	,00	,00	,00
	2	1,835	3,031	,00	,00	,01
	3	,890	4,352	,00	,00	,04
	4	,604	5,284	,00	,00	,06
	5	,290	7,628	,00	,00	,37
	6	,268	7,931	,00	,00	,05
	7	,098	13,130	,00	,00	,00
	8	,074	15,093	,00	,00	,01
	9	,042	19,968	,00	,00	,02
	10	,018	30,499	,00	,00	,08
	11	,017	31,755	,00	,00	,05
	12	,003	72,116	,00	,00	,07
	13	,002	95,594	,00	,00	,00
	14	,000	189,533	,00	,00	,00
	15	,000	244,900	,00	,00	,01
	16	,000	389,234	,00	,01	,09
	17	8,902E-5	435,179	,00	,01	,02
	18	3,080E-5	739,786	,00	,00	,00
	19	2,274E-5	860,955	,00	,00	,02
	20	1,178E-5	1196,433	,20	,04	,08
	21	1,266E-6	3649,382	,80	,95	,01

Collinearity Diagnostics

Model	Dimension	Ln Mailing flow	Ln Detailing stock (calls)	Variance Proportions Ln Competitive global marketing expenditures flow	Ln Average competitors price per DDD	Drug age
1	1	,00	,00	,00	,00	,00
	2	,08	,00	,00	,01	,00
	3	,16	,00	,00	,02	,00
	4	,68	,00	,00	,00	,00
	5	,02	,00	,00	,01	,00
	6	,00	,00	,01	,28	,38
	7	,02	,00	,13	,09	,00
	8	,02	,19	,51	,52	,24
	9	,01	,81	,35	,06	,37

2	1	,00	,00	,00	,00	,00
	2	,02	,00	,00	,00	,00
	3	,01	,00	,00	,00	,00
	4	,14	,00	,00	,00	,00
	5	,30	,00	,00	,00	,00
	6	,02	,00	,00	,00	,00
	7	,00	,00	,00	,00	,00
	8	,03	,00	,00	,00	,00
	9	,03	,00	,00	,03	,00
	10	,07	,00	,00	,01	,00
	11	,00	,00	,00	,00	,00
	12	,01	,00	,01	,04	,00
	13	,00	,00	,00	,01	,00
	14	,01	,01	,44	,04	,01
	15	,02	,02	,01	,05	,29
	16	,01	,10	,19	,24	,02
	17	,23	,41	,01	,00	,02
	18	,03	,09	,04	,46	,31
	19	,00	,24	,16	,12	,10
	20	,02	,06	,07	,01	,00
	21	,05	,07	,07	,00	,25

Collinearity Diagnostics

Variance Proportions

Model	Dimension	Printed material (% of times used in calls)	Ln Sales in DDDs lagged one period	Ln Sales in DDDs lagged two periods	Ln Other marketing expenditures stock	Ln Competitive global marketing expenditures stock
1	1	,00				
	2	,00				
	3	,01				
	4	,00				
	5	,91				
	6	,00				
	7	,03				
	8	,00				
	9	,05				
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,00	,00
	3	,00	,00	,00	,00	,00
	4	,00	,00	,00	,00	,00
	5	,00	,00	,00	,00	,00
	6	,00	,00	,00	,00	,00
	7	,01	,00	,00	,00	,00
	8	,36	,00	,00	,00	,00
	9	,00	,00	,00	,00	,00
	10	,01	,00	,00	,00	,00
	11	,03	,00	,00	,00	,00
	12	,01	,00	,00	,36	,00
	13	,04	,00	,00	,33	,00
	14	,01	,00	,00	,01	,00
	15	,15	,00	,00	,00	,02
	16	,01	,00	,02	,02	,12
	17	,10	,00	,00	,23	,06
	18	,00	,00	,52	,01	,43
	19	,01	,87	,07	,01	,12
	20	,18	,10	,29	,00	,13
	21	,08	,02	,10	,00	,12

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Ln Average drug price per DDD	Drug age^2	Ln Drug price x Ln Detailing flow	Ipad / Tablet (% of times used in calls)	Laptop based materials (% of times used in calls)
1	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
2	1	,00	,00	,00	,00	,00
	2	,00	,00	,00	,02	,02
	3	,00	,00	,00	,02	,32
	4	,00	,00	,00	,00	,27
	5	,00	,00	,00	,04	,06
	6	,00	,00	,00	,62	,00
	7	,00	,00	,00	,01	,01
	8	,00	,00	,00	,00	,02
	9	,00	,00	,00	,02	,00
	10	,00	,00	,00	,01	,00
	11	,00	,00	,00	,01	,01
	12	,00	,00	,00	,02	,08
	13	,00	,01	,00	,05	,01
	14	,00	,01	,00	,00	,01
	15	,00	,21	,00	,01	,00
	16	,01	,05	,00	,00	,04
	17	,01	,06	,00	,02	,04
	18	,00	,10	,00	,07	,01
	19	,00	,01	,00	,01	,02
	20	,01	,03	,04	,03	,07
	21	,97	,52	,95	,05	,01

Collinearity Diagnostics

Model	Dimension	Variance Proportions: Very useful (% of calls)	Increase / Will begin to prescribe (% of calls)	Ln Avg number of products presented during the calls
1	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
2	1	,00	,00	,00
	2	,00	,00	,00
	3	,00	,00	,00
	4	,00	,00	,00

	5	,00	,00	,00
	6	,00	,00	,00
	7	,18	,04	,00
	8	,02	,02	,00
	9	,01	,02	,00
	10	,48	,66	,05
	11	,02	,05	,70
	12	,06	,08	,01
	13	,03	,01	,05
	14	,01	,04	,05
	15	,00	,01	,01
	16	,05	,00	,01
	17	,05	,00	,00
	18	,00	,01	,00
	19	,02	,03	,04
	20	,00	,01	,01
	21	,06	,03	,06

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823	,678	,611	,075238053

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	8	,058	10,245	,000
	Residual	,221	39	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,599	1,184		7,260
	Ln Detailing flow (calls)	-,028	,041	-,125	-,668
	Ln Journal advertising flow	-,001	,003	-,023	-,204
	Ln Mailing flow	-,013	,004	-,339	-2,945
	Ln Detailing stock (calls)	,150	,108	,579	1,384
	Ln Competitive global marketing expenditures flow	,121	,038	,485	3,190
	Ln Average competitors price per DDD	,282	,134	,979	2,107
	Drug age	,012	,003	1,352	3,520
	Printed material (% of times used in calls)	,411	,081	,508	5,038

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,508
	Ln Journal advertising flow	,839
	Ln Mailing flow	,005
	Ln Detailing stock (calls)	,174
	Ln Competitive global marketing expenditures flow	,003
	Ln Average competitors price per DDD	,042
	Drug age	,001
	Printed material (% of times used in calls)	,000

```
USE ALL.
COMPUTE filter_$=(product=45).
VARIABLE LABELS filter_$ 'product=45 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823	,678	,611	,075238053

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	8	,058	10,245	,000
	Residual	,221	39	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,599	1,184		7,260
	Ln Detailing flow (calls)	-,028	,041	-,125	-,668
	Ln Journal advertising flow	-,001	,003	-,023	-,204
	Ln Mailing flow	-,013	,004	-,339	-2,945
	Ln Detailing stock (calls)	,150	,108	,579	1,384
	Ln Competitive global marketing expenditures flow	,121	,038	,485	3,190
	Ln Average competitors price per DDD	,282	,134	,979	2,107
	Drug age	,012	,003	1,352	3,520
	Printed material (% of times used in calls)	,411	,081	,508	5,038

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,508
	Ln Journal advertising flow	,839

	Ln Mailing flow	,005
	Ln Detailing stock (calls)	,174
	Ln Competitive global marketing expenditures flow	,003
	Ln Average competitors price per DDD	,042
	Drug age	,001
	Printed material (% of times used in calls)	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,35466099	11,89697552	11,74741954	,099354918	48
Residual	-,164062172	,128365025	,000000000	,068536343	48
Std. Predicted Value	-3,953	1,505	,000	1,000	48
Std. Residual	-2,181	1,706	,000	,911	48

```
EXAMINE VARIABLES=residuals_li5
  /PLOT BOXPLOT STEMLEAF HISTOGRAM NPPLOT
  /COMPARE GROUPS
  /STATISTICS DESCRIPTIVES
  /CINTERVAL 95
  /MISSING LISTWISE
  /NOTOTAL.
```

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Unstand. residuals LI5	48	100,0%	0	0,0%	48	100,0%

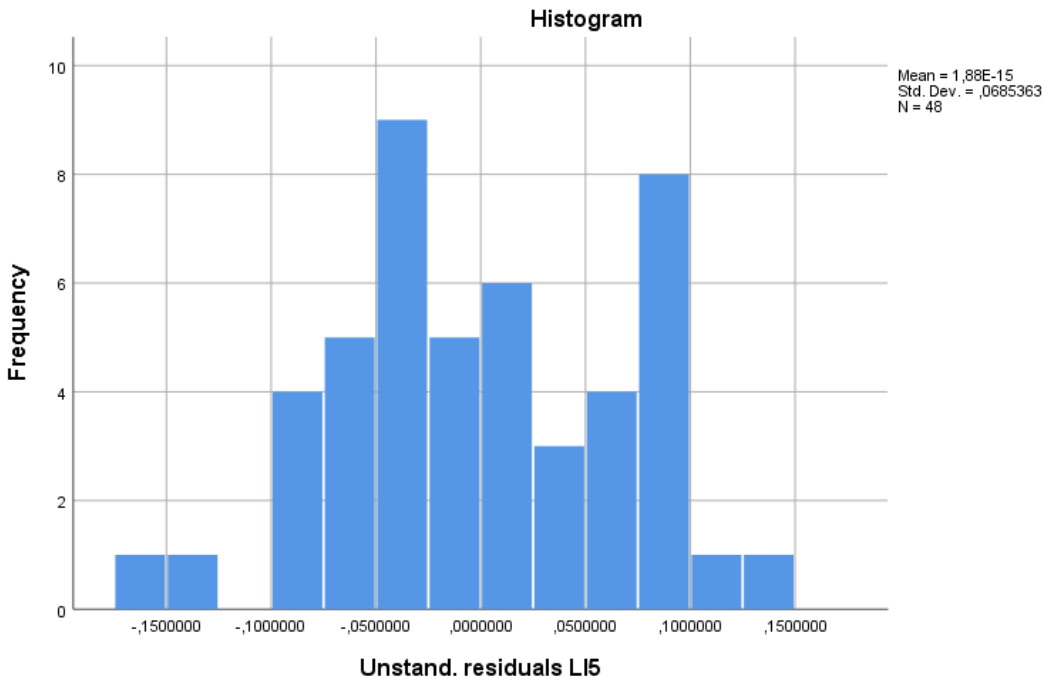
Descriptives

			Statistic	Std. Error
Unstand. residuals LI5	Mean		,000000000	,0098923690
	95% Confidence Interval for Mean	Lower Bound	-,019900879	
		Upper Bound	,019900879	
	5% Trimmed Mean		,001124694	
	Median		-,007942319	
	Variance		,005	
	Std. Deviation		,0685363427	
	Minimum		-,1640622	
	Maximum		,1283650	
	Range		,2924272	
	Interquartile Range		,1070322	
	Skewness		-,081	,343
	Kurtosis		-,609	,674

Tests of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstand. residuals LI5	,087	48	,200	,974	48	,347

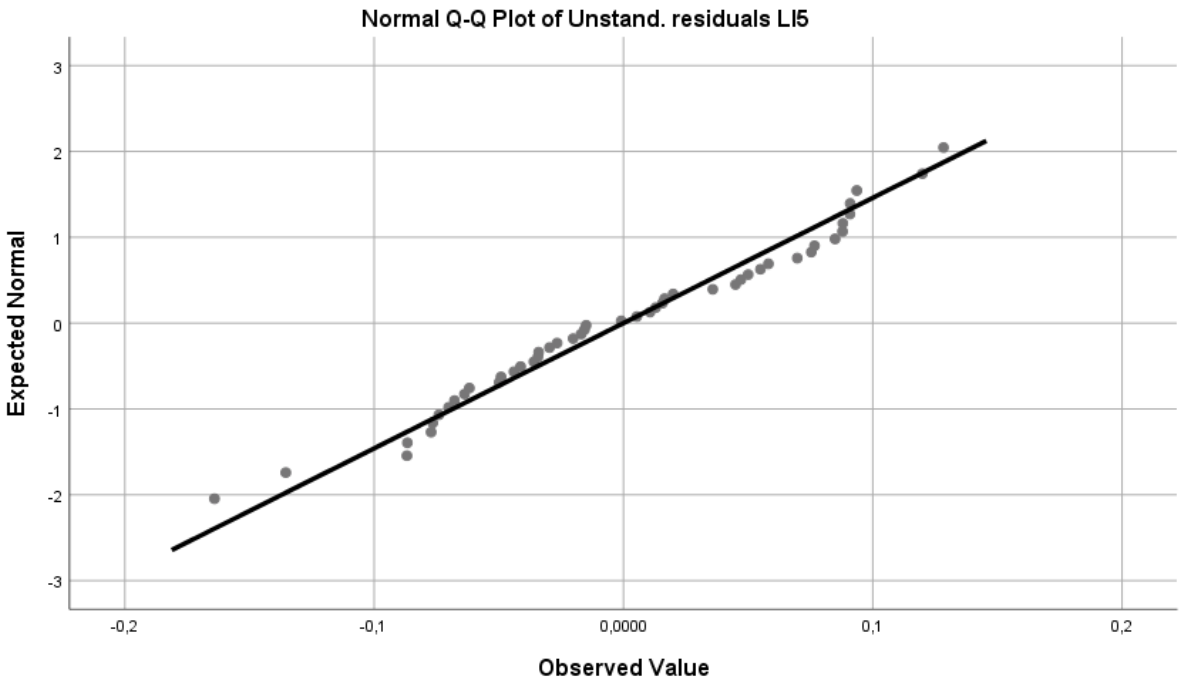
Unstand. residuals LI5

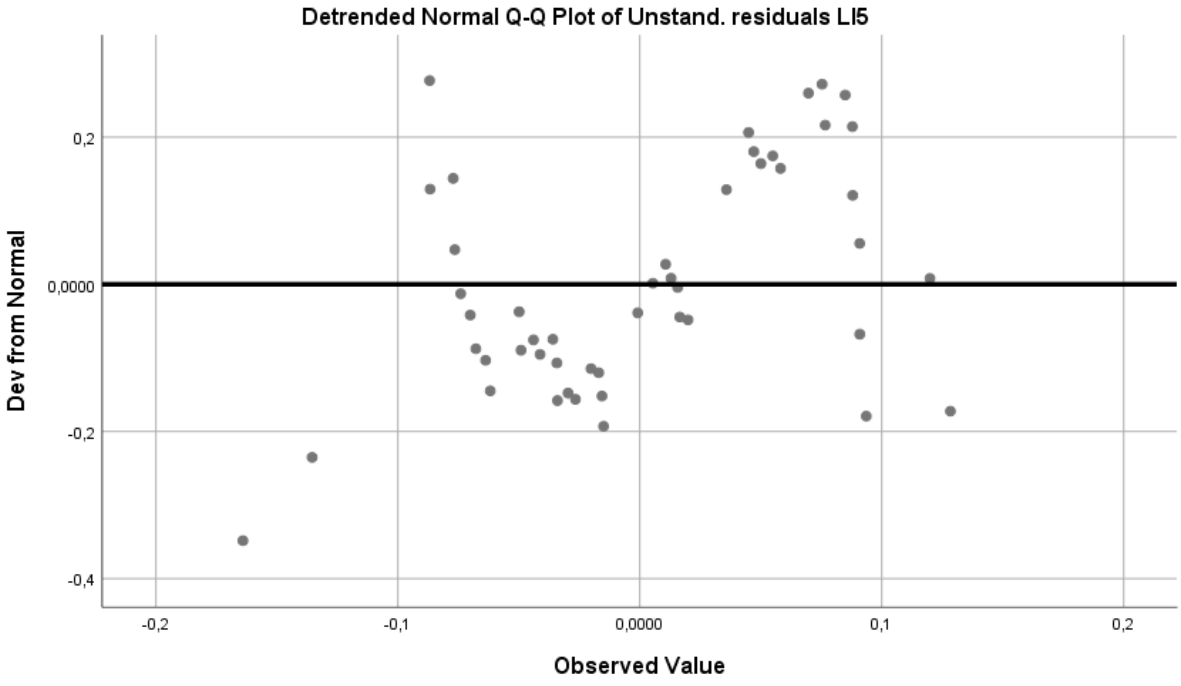


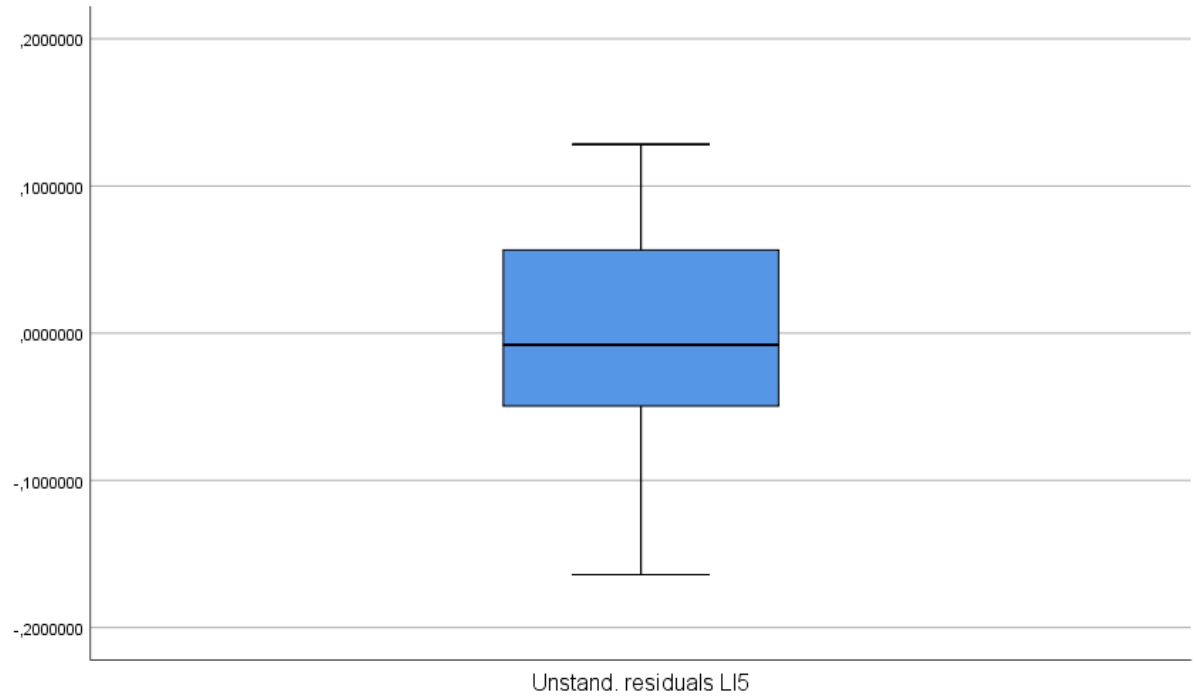
Unstand. residuals LI5 Stem-and-Leaf Plot

Frequency	Stem & Leaf
1,00	-1 . 6
1,00	-1 . 3
9,00	-0 . 666777788
14,00	-0 . 01112223334444
9,00	0 . 011111344
12,00	0 . 555677888999
2,00	1 . 12

Stem width: ,1000000
Each leaf: 1 case(s)


Normal Q-Q Plot of Unstand. residuals LI5
Expected Normal
3
2
1
0
-1
-2
-3
-0,2
-0,1
0,0000
0,1
0,2
Observed Value


Detrended Normal Q-Q Plot of Unstand. residuals LI5
Dev from Normal
0,2
0,0000
-0,2
-0,4
-0,2
-0,1
0,0000
0,1
0,2
Observed Value




```
COMPUTE sq_residuals_li5=residuals_li5 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sq_residuals_li5
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,611	,373	,244	,0046603389

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	8	,000	2,899	,012
	Residual	,001	39	,000		
	Total	,001	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,001	,073		,016
	Ln Detailing flow (calls)	-,002	,003	-,248	-,952
	Ln Journal advertising flow	,000	,000	-,230	-1,473
	Ln Mailing flow	,000	,000	-,095	-,594
	Ln Detailing stock (calls)	2,145E-6	,007	,000	,000
	Ln Competitive global marketing expenditures flow	,001	,002	,096	,451
	Ln Average competitors price per DDD	,014	,008	1,073	1,655
	Drug age	,000	,000	,311	,581
	Printed material (% of times used in calls)	,005	,005	,147	1,043

Coefficients

Model		Sig.
1	(Constant)	,988
	Ln Detailing flow (calls)	,347
	Ln Journal advertising flow	,149
	Ln Mailing flow	,556
	Ln Detailing stock (calls)	1,000
	Ln Competitive global marketing expenditures flow	,654
	Ln Average competitors price per DDD	,106
	Drug age	,564
	Printed material (% of times used in calls)	,304

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed
  /SAVE PRED.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing flow (calls), Ln Detailing stock (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823	,678	,611	,075238053

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,464	8	,058	10,245	,000
	Residual	,221	39	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,599	1,184		7,260
	Ln Detailing flow (calls)	-,028	,041	-,125	-,668
	Ln Journal advertising flow	-,001	,003	-,023	-,204
	Ln Mailing flow	-,013	,004	-,339	-2,945
	Ln Detailing stock (calls)	,150	,108	,579	1,384
	Ln Competitive global marketing expenditures flow	,121	,038	,485	3,190
	Ln Average competitors price per DDD	,282	,134	,979	2,107
	Drug age	,012	,003	1,352	3,520
	Printed material (% of times used in calls)	,411	,081	,508	5,038

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,508
	Ln Journal advertising flow	,839
	Ln Mailing flow	,005
	Ln Detailing stock (calls)	,174
	Ln Competitive global marketing expenditures flow	,003
	Ln Average competitors price per DDD	,042
	Drug age	,001
	Printed material (% of times used in calls)	,000

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11,35466099	11,89697552	11,74741954	,099354918	48
Residual	-,164062172	,128365025	,000000000	,068536343	48
Std. Predicted Value	-3,953	1,505	,000	1,000	48
Std. Residual	-2,181	1,706	,000	,911	48

```
COMPUTE sq_unst_pred_li5=unstand_predi_li4 ** 2.
EXECUTE.
COMPUTE cub_unst_pred_li5=unstand_predi_li4 ** 3.
EXECUTE.
COMPUTE cub_unst_pred_li5=unstand_predi_li5 ** 3.
```

```
EXECUTE.
COMPUTE sq_unst_pred_li5=unstand_predi_li5 ** 2.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed sq_unst_pred_li5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Squared unstand. predicted values for LI5, Ln Detailing stock (calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,822	,676	,610	,075410761

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,463	8	,058	10,176	,000
	Residual	,222	39	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	5,888	1,815		3,244
	Ln Detailing flow (calls)	-,001	,044	-,002	-,012
	Ln Journal advertising flow	-1,852E-5	,003	-,001	-,006
	Ln Mailing flow	,000	,006	-,004	-,026
	Ln Detailing stock (calls)	,002	,103	,008	,021
	Ln Competitive global marketing expenditures flow	-,001	,030	-,002	-,017
	Ln Average competitors price per DDD	-,003	,115	-,012	-,030
	Printed material (% of times used in calls)	,007	,151	,008	,045
	Squared unstand. predicted values for LI5	,042	,012	,813	3,487

Coefficients

Model		Sig.
1	(Constant)	,002
	Ln Detailing flow (calls)	,990
	Ln Journal advertising flow	,995
	Ln Mailing flow	,980
	Ln Detailing stock (calls)	,983
	Ln Competitive global marketing expenditures flow	,986
	Ln Average competitors price per DDD	,976
	Printed material (% of times used in calls)	,964
	Squared unstand. predicted values for LI5	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	56,540	2,022	,050	,312	9,846E-6

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed cub_unst_pred_li5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed
1	Cubed unstand. predicted values for LI5, Ln Detailing stock (calls), Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Mailing flow, Printed material (% of times used in calls), Ln Detailing flow (calls), Ln Average competitors price per DDD	.

Variables Entered/Removed

Model	Method
1	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,821	,675	,608	,075585598

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,462	8	,058	10,106	,000
	Residual	,223	39	,006		
	Total	,685	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,846	1,358		5,779
	Ln Detailing flow (calls)	-,001	,044	-,005	-,025
	Ln Journal advertising flow	-3,684E-5	,003	-,001	-,011
	Ln Mailing flow	,000	,006	-,008	-,052
	Ln Detailing stock (calls)	,004	,103	,016	,041
	Ln Competitive global marketing expenditures flow	-,001	,030	-,004	-,033
	Ln Average competitors price per DDD	-,007	,115	-,023	-,059
	Printed material (% of times used in calls)	,014	,150	,017	,092
	Cubed unstand. predicted values for LI5	,002	,001	,803	3,453

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,980
	Ln Journal advertising flow	,991
	Ln Mailing flow	,959
	Ln Detailing stock (calls)	,967
	Ln Competitive global marketing expenditures flow	,974
	Ln Average competitors price per DDD	,954
	Printed material (% of times used in calls)	,928
	Cubed unstand. predicted values for LI5	,001

Excluded Variables

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Drug age	29,270	2,082	,044	,320	3,889E-5

Period 1

```
USE ALL.
COMPUTE filter_$=(product=45 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=45 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures flow, Ln Detailing flow (calls), Ln Average competitors price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,961	,923	,862	,068101234

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,559	8	,070	15,064	,000
	Residual	,046	10	,005		
	Total	,605	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4,101	2,822		1,453
	Ln Detailing flow (calls)	,188	,119	,485	1,588
	Ln Journal advertising flow	,013	,007	,316	1,942
	Ln Mailing flow	-,005	,007	-,113	-,757
	Ln Detailing stock (calls)	,560	,240	,897	2,335
	Ln Competitive global marketing expenditures flow	-,029	,057	-,098	-,513
	Ln Average competitors price per DDD	,064	,224	,082	,287
	Drug age	,077	,018	2,359	4,212
	Printed material (% of times used in calls)	-,244	,212	-,257	-1,148

Coefficients

Model		Sig.
1	(Constant)	,177
	Ln Detailing flow (calls)	,143
	Ln Journal advertising flow	,081
	Ln Mailing flow	,466
	Ln Detailing stock (calls)	,042
	Ln Competitive global marketing expenditures flow	,619
	Ln Average competitors price per DDD	,780
	Drug age	,002
	Printed material (% of times used in calls)	,278

Period 2

```
USE ALL.
COMPUTE filter_$=(product=45 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=45 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER det_calls journal mailing det_stock compet_global
avg_comp_price_ddd drug_age
    printed.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Detailing flow (calls), Ln Competitive global marketing expenditures flow, Ln Average competitors price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,618	,381	,134	,049254602

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,030	8	,004	1,541	,205
	Residual	,049	20	,002		
	Total	,078	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	8,306	1,207		6,880
	Ln Detailing flow (calls)	,033	,040	,196	,823
	Ln Journal advertising flow	-,001	,003	-,072	-,333
	Ln Mailing flow	-,004	,005	-,183	-,789
	Ln Detailing stock (calls)	,179	,119	,556	1,509
	Ln Competitive global marketing expenditures flow	,104	,052	,589	2,008
	Ln Average competitors price per DDD	,299	,258	,612	1,156
	Drug age	,011	,004	1,715	2,376
	Printed material (% of times used in calls)	,171	,125	,328	1,368

Coefficients

Model		Sig.
1	(Constant)	,000
	Ln Detailing flow (calls)	,420
	Ln Journal advertising flow	,742
	Ln Mailing flow	,439
	Ln Detailing stock (calls)	,147
	Ln Competitive global marketing expenditures flow	,058
	Ln Average competitors price per DDD	,261
	Drug age	,028
	Printed material (% of times used in calls)	,186

13. Model 8.4 – With isolated Detailing variable

13.1. Product BL1

```
USE ALL.
COMPUTE filter_$=(product=11).
VARIABLE LABELS filter_$ 'product=11 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing compet_global det_stock
comp_mark_expend_stock avg_price_ddd
    drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Competitive global marketing expenditures flow, Ln Journal advertising flow, Ln Competitive global marketing expenditures stock, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,890	,793	,756	,229253170

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,031	7	1,147	21,829	,000
	Residual	2,102	40	,053		
	Total	10,133	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	14,322	4,265		3,358
	Ln Journal advertising flow	,012	,010	,107	1,250
	Ln Mailing flow	,023	,011	,165	2,036
	Ln Competitive global marketing expenditures flow	,146	,102	,122	1,431
	Ln Detailing stock (calls)	,186	,266	,180	,700
	Ln Competitive global marketing expenditures stock	-,581	,191	-,305	-3,040
	Ln Average drug price per DDD	-1,367	,383	-1,096	-3,570
	Drug age	-,008	,008	-,243	-,962

Coefficients

Model		Sig.
1	(Constant)	,002
	Ln Journal advertising flow	,218
	Ln Mailing flow	,048
	Ln Competitive global marketing expenditures flow	,160
	Ln Detailing stock (calls)	,488
	Ln Competitive global marketing expenditures stock	,004
	Ln Average drug price per DDD	,001
	Drug age	,342

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,65665722	8,45904064	7,90213527	,413363053	48
Residual	-,336169451	,441175669	,000000000	,211493204	48
Std. Predicted Value	-3,013	1,347	,000	1,000	48
Std. Residual	-1,466	1,924	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,004	,000	-,021	11,742325435

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,088	1	,088	,001	,980
	Residual	6480,464	47	137,882		
	Total	6480,552	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	-,205	8,099	-,004	-,025

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	,980

Period 1

```
USE ALL.
COMPUTE filter_$=(product=11 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=11 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,104	,011	-,044	10,354871638

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,226	1	21,226	,198	,662
	Residual	1930,021	18	107,223		
	Total	1951,246	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	-4,238	9,525	-,104	-,445

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	,662

Period 2

```
USE ALL.
COMPUTE filter_$=(product=11 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=11 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,071	,005	-,031	12,686510138

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,774	1	22,774	,142	,710
	Residual	4506,531	28	160,948		
	Total	4529,305	29			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	4,974	13,224	,071	,376

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL1 (detailing vs all the other independent)	,710

13.2. Product BL2

```
USE ALL.
COMPUTE filter_$=(product=12).
VARIABLE LABELS filter_$ 'product=12 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag2 journal mailing det_stock avg_price_ddd
drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Mailing flow, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged two periods	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,550	,303	,201	,266812107

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,268	6	,211	2,968	,017
	Residual	2,919	41	,071		
	Total	4,186	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	,406	5,311		,076
	Ln Sales in DDDs lagged two periods	,247	,293	,531	,844
	Ln Journal advertising flow	,022	,010	,294	2,111
	Ln Mailing flow	,003	,012	,034	,254
	Ln Detailing stock (calls)	,207	,322	,117	,643
	Ln Average drug price per DDD	2,087	1,331	,846	1,568
	Drug age	,001	,008	,031	,083

Coefficients

Model		Sig.
1	(Constant)	,939
	Ln Sales in DDDs lagged two periods	,404
	Ln Journal advertising flow	,041
	Ln Mailing flow	,801
	Ln Detailing stock (calls)	,524
	Ln Average drug price per DDD	,125
	Drug age	,934

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,44657660	8,05170155	7,71322810	,164226171	48
Residual	-,706482530	,565999508	,000000000	,249200284	48
Std. Predicted Value	-1,624	2,061	,000	1,000	48
Std. Residual	-2,648	2,121	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,021	13,087348762

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,012	1	,012	,000	,993
	Residual	8050,099	47	171,279		
	Total	8050,110	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	,063	7,660	,001	,008

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	,993

Period 1

```
USE ALL.
COMPUTE filter_$=(product=12 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=12 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,070	,005	-,050	12,667704892

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,071	1	14,071	,088	,771
	Residual	2888,473	18	160,471		
	Total	2902,544	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	3,815	12,882	,070	,296

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	,771

Period 2

```
USE ALL.
COMPUTE filter_$=(product=12 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=12 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_bl2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,035	,001	-,034	13,550531242

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,293	1	6,293	,034	,854
	Residual	5141,273	28	183,617		
	Total	5147,566	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	-1,796	9,699	-,035	-,185

Coefficients

Model		Sig.
1	Unstandardized Residuals for product BL2 (detailing vs all the other independent)	,854

13.3. Product PA1

```
USE ALL.
COMPUTE filter_$=(product=21).
VARIABLE LABELS filter_$ 'product=21 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing stock (calls), Ln Mailing flow, Ln Journal advertising flow, Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,360	,130	,026	,245613480

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,378	5	,076	1,253	,302
	Residual	2,534	42	,060		
	Total	2,912	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	12,480	3,735		3,342
	Ln Journal advertising flow	,005	,013	,068	,348
	Ln Mailing flow	-,014	,017	-,151	-,828
	Ln Detailing stock (calls)	-,752	,478	-,275	-1,574
	Ln Average drug price per DDD	2,819	1,704	,433	1,654
	Drug age	,001	,005	,043	,144

Coefficients

Model		Sig.
1	(Constant)	,002
	Ln Journal advertising flow	,730
	Ln Mailing flow	,413
	Ln Detailing stock (calls)	,123
	Ln Average drug price per DDD	,106
	Drug age	,886

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,06608677	7,45789337	7,21663096	,089661541	48
Residual	-,804209530	,482098460	,000000000	,232181662	48
Std. Predicted Value	-1,679	2,691	,000	1,000	48
Std. Residual	-3,274	1,963	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,021	14,400479563

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,003	1	,003	,000	,997
	Residual	9746,569	47	207,374		
	Total	9746,572	48			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	,032	9,047	,001	,004

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	,997

```
USE ALL.
COMPUTE filter_$=(product=21 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=21 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,080	,006	-,049	14,534906601

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,456	1	24,456	,116	,738
	Residual	3802,743	18	211,264		
	Total	3827,199	19			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	-4,030	11,846	-,080	-,340

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	,738

```
USE ALL.
COMPUTE filter_$=(product=21 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=21 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,079	,006	-,029	14,494561296

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,788	1	36,788	,175	,679
	Residual	5882,585	28	210,092		
	Total	5919,372	29			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	5,982	14,295	,079	,418

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA1 (detailing vs all the other independent)	,679

13.4. Product PA2

```
USE ALL.
COMPUTE filter_$=(product=22).
VARIABLE LABELS filter_$ 'product=22 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag1 journal mailing det_stock avg_price_ddd
drug_age printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Detailing stock (calls), Ln Journal advertising flow, Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,820	,673	,616	,199240040

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,267	7	,467	11,757	,000
	Residual	1,588	40	,040		
	Total	4,855	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	16,408	7,818		2,099
	Ln Sales in DDDs lagged one period	-1,050	,551	-,235	-1,907
	Ln Journal advertising flow	,003	,008	,035	,370
	Ln Mailing flow	-,007	,013	-,051	-,551
	Ln Detailing stock (calls)	,670	,237	,533	2,825
	Ln Average drug price per DDD	1,568	3,870	,121	,405
	Drug age	,000	,008	-,018	-,054
	Printed material (% of times used in calls)	,175	,229	,073	,765

Coefficients

Model		Sig.
1	(Constant)	,042
	Ln Sales in DDDs lagged one period	,064
	Ln Journal advertising flow	,713
	Ln Mailing flow	,585
	Ln Detailing stock (calls)	,007
	Ln Average drug price per DDD	,687
	Drug age	,958
	Printed material (% of times used in calls)	,449

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,40804386	8,33954334	7,89363885	,263649125	48
Residual	-,435263485	,346129358	,000000000	,183805155	48
Std. Predicted Value	-1,842	1,691	,000	1,000	48
Std. Residual	-2,185	1,737	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	14,349028341

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	1	,000	,000	1,000
	Residual	9677,047	47	205,895		
	Total	9677,047	48			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	,002	11,387	,000	,000

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	1,000

Period 1

```
USE ALL.
COMPUTE filter_$=(product=22 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=22 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
```

```
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/ORIGIN
/DEPENDENT sales_ddd
/METHOD=ENTER unstand_resid_pa2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,165	,027	-,027	14,338310298

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103,552	1	103,552	,504	,487
	Residual	3700,569	18	205,587		
	Total	3804,120	19			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	15,174	21,380	,165	,710

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	,487

Period 2

```
USE ALL.
COMPUTE filter_$=(product=22 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=22 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,083	,007	-,029	14,432166899

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,878	1	40,878	,196	,661
	Residual	5832,048	28	208,287		
	Total	5872,927	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	-5,993	13,528	-,083	-,443

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA2 (detailing vs all the other independent)	,661

13.5. Product PA3

```
USE ALL.
COMPUTE filter_$=(product=23).
VARIABLE LABELS filter_$ 'product=23 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag1 journal mailing det_stock avg_price_ddd
drug_age drug_age_sq
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age^2, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Mailing flow, Ln Sales in DDDs lagged one period, Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,582	,339	,223	,207762487

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,884	7	,126	2,924	,014
	Residual	1,727	40	,043		
	Total	2,610	47			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	30,961	8,711		3,554
	Ln Sales in DDDs lagged one period	-1,450	,647	-,619	-2,243
	Ln Journal advertising flow	,021	,009	,305	2,286
	Ln Mailing flow	-,001	,011	-,013	-,091
	Ln Detailing stock (calls)	-,256	,415	-,104	-,617
	Ln Average drug price per DDD	-3,110	4,094	-,329	-,760
	Drug age	-,023	,033	-1,386	-,712
	Drug age^2	,000	,000	1,352	,831

Coefficients

Model		Sig.
1	(Constant)	,001
	Ln Sales in DDDs lagged one period	,031
	Ln Journal advertising flow	,028
	Ln Mailing flow	,928
	Ln Detailing stock (calls)	,541
	Ln Average drug price per DDD	,452
	Drug age	,481
	Drug age^2	,411

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,30330515	7,99481869	7,65486300	,137110452	48
Residual	-,492910802	,330660224	,000000000	,191667378	48
Std. Predicted Value	-2,564	2,479	,000	1,000	48
Std. Residual	-2,372	1,592	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	13,802479653

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	1	,001	,000	,998
	Residual	8953,897	47	190,508		
	Total	8953,898	48			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	-,027	10,504	,000	-,003

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	,998

Period 1

```
USE ALL.
COMPUTE filter_$=(product=23 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=23 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,062	,004	-,052	13,923933332

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,439	1	13,439	,069	,795
	Residual	3489,767	18	193,876		
	Total	3503,206	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	-4,685	17,793	-,062	-,263

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	,795

Period 2

```
USE ALL.
COMPUTE filter_$=(product=23 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=23 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
```

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,036	,001	-,034	13,943187378

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,143	1	7,143	,037	,849
	Residual	5443,549	28	194,412		
	Total	5450,693	29			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	2,532	13,209	,036	,192

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA3 (detailing vs all the other independent)	,849

13.6. Product PA5

```
USE ALL.
COMPUTE filter_$=(product=25).
VARIABLE LABELS filter_$ 'product=25 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing det_stock comp_mark_expend_stock
avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Competitive global marketing expenditures stock	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,440	,193	,075	,317913936

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,993	6	,165	1,637	,162
	Residual	4,144	41	,101		
	Total	5,137	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	24,856	14,176		1,753
	Ln Journal advertising flow	,006	,012	,071	,451
	Ln Mailing flow	,007	,020	,058	,370
	Ln Detailing stock (calls)	,209	,409	,108	,512
	Ln Competitive global marketing expenditures stock	-1,560	1,007	-,807	-1,549
	Ln Average drug price per DDD	8,848	6,799	,657	1,301
	Drug age	,003	,018	,143	,187

Coefficients

Model		Sig.
1	(Constant)	,087
	Ln Journal advertising flow	,654
	Ln Mailing flow	,713
	Ln Detailing stock (calls)	,612
	Ln Competitive global marketing expenditures stock	,129
	Ln Average drug price per DDD	,200
	Drug age	,852

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,58282089	7,16462088	6,83808583	,145338740	48
Residual	-,848878801	,577364922	,000000000	,296928965	48
Std. Predicted Value	-1,756	2,247	,000	1,000	48
Std. Residual	-2,670	1,816	,000	,934	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,021	13,207251839

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,014	1	,014	,000	,993
	Residual	8198,281	47	174,432		
	Total	8198,295	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	,058	6,488	,001	,009

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	,993

Period 1

```
USE ALL.
COMPUTE filter_$=(product=25 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=25 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,024	,001	-,055	13,406445130

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,910	1	1,910	,011	,919
	Residual	3235,190	18	179,733		
	Total	3237,100	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	-1,057	10,255	-,024	-,103

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	,919

Period 2

```
USE ALL.
COMPUTE filter_$=(product=25 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=25 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_pa5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,019	,000	-,035	13,308795940

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,721	1	1,721	,010	,922
	Residual	4959,473	28	177,124		
	Total	4961,195	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	,841	8,529	,019	,099

Coefficients

Model		Sig.
1	Unstandardized Residuals for product PA5 (detailing vs all the other independent)	,922

13.7. Product HE1

```
USE ALL.
COMPUTE filter_$=(product=31).
VARIABLE LABELS filter_$ 'product=31 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag1 det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,802	,643	,610	,416916793

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,460	4	3,365	19,359	,000
	Residual	7,474	43	,174		
	Total	20,934	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	2,942	17,006		,173
	Ln Sales in DDDs lagged one period	,253	1,146	,043	,221
	Ln Detailing stock (calls)	,474	,267	,402	1,777
	Ln Average drug price per DDD	2,974	8,330	,120	,357
	Drug age	-,016	,022	-,339	-,734

Coefficients

Model		Sig.
1	(Constant)	,863
	Ln Sales in DDDs lagged one period	,826
	Ln Detailing stock (calls)	,083
	Ln Average drug price per DDD	,723
	Drug age	,467

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,57663202	7,29014921	6,49521340	,535141996	48
Residual	-1,175072551	,886379659	,000000000	,398781210	48
Std. Predicted Value	-1,717	1,485	,000	1,000	48
Std. Residual	-2,818	2,126	,000	,957	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	14,862847384

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,000	1	,000	,000	1,000
	Residual	10382,499	47	220,904		
	Total	10382,499	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	-,001	5,436	,000	,000

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	1,000

Period 1

```
USE ALL.
COMPUTE filter_$=(product=31 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=31 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,253	,064	,012	14,511018514

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260,191	1	260,191	1,236	,281
	Residual	3790,254	18	210,570		
	Total	4050,445	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	-12,398	11,153	-,253	-1,112

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	,281

Period 2

```
USE ALL.
COMPUTE filter_$=(product=31 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=31 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,110	,012	-,023	14,947448144

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76,120	1	76,120	,341	,564
	Residual	6255,934	28	223,426		
	Total	6332,054	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	3,629	6,217	,110	,584

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE1 (detailing vs all the other independent)	,564

13.8. Product HE2

```
USE ALL.
COMPUTE filter_$=(product=32).
VARIABLE LABELS filter_$ 'product=32 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing det_stock avg_price_ddd avg_comp_price_ddd
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ln Average competitors price per DDD, Ln Average drug price per DDD, Ln Journal advertising flow, Ln Mailing flow, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766	,587	,538	,259729532

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,024	5	,805	11,930	,000
	Residual	2,833	42	,067		
	Total	6,857	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	9,310	3,535		2,634
	Ln Journal advertising flow	-,009	,010	-,091	-,912
	Ln Mailing flow	,018	,015	,131	1,220
	Ln Detailing stock (calls)	,166	,311	,125	,534
	Ln Average drug price per DDD	2,033	,744	,652	2,732
	Ln Average competitors price per DDD	1,045	,715	,152	1,462

Coefficients

Model		Sig.
1	(Constant)	,012
	Ln Journal advertising flow	,367
	Ln Mailing flow	,229
	Ln Detailing stock (calls)	,596
	Ln Average drug price per DDD	,009
	Ln Average competitors price per DDD	,151

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,97673082	8,25862503	7,53803175	,292596124	48
Residual	-,605287373	,505124509	,000000000	,245525752	48
Std. Predicted Value	-1,918	2,463	,000	1,000	48
Std. Residual	-2,330	1,945	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	14,671450303

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,002	1	,002	,000	,998
	Residual	10116,818	47	215,251		
	Total	10116,820	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	,024	8,716	,000	,003

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	,998

Period 1

```
USE ALL.
COMPUTE filter_$=(product=32 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=32 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,144	,021	-,034	14,708651298

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82,783	1	82,783	,383	,544
	Residual	3894,200	18	216,344		
	Total	3976,982	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	8,418	13,608	,144	,619

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	,544

Period 2

```
USE ALL.
COMPUTE filter_$=(product=32 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=32 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,097	,009	-,026	14,738856039

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,289	1	57,289	,264	,612
	Residual	6082,549	28	217,234		
	Total	6139,838	29			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	-5,866	11,423	-,097	-,514

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE2 (detailing vs all the other independent)	,612

13.9. Product HE3

```
USE ALL.
COMPUTE filter_$=(product=33).
VARIABLE LABELS filter_$ 'product=33 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER mailing det_stock avg_price_ddd avg_comp_price_ddd drug_age
ipad_tablet
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Ipad / Tablet (% of times used in calls), Ln Mailing flow, Ln Average competitors price per DDD, Ln Detailing stock (calls), Ln Average drug price per DDD, Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,599	,359	,185	1,195624072

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17,638	6	2,940	2,056	,101
	Residual	31,449	22	1,430		
	Total	49,088	28			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-1,473	14,799		-,100
	Ln Mailing flow	-,012	,114	-,021	-,104
	Ln Detailing stock (calls)	,220	,507	,184	,433
	Ln Average drug price per DDD	7,949	4,025	1,028	1,975
	Ln Average competitors price per DDD	,054	13,029	,001	,004
	Drug age	,094	,065	,791	1,459
	Ipad / Tablet (% of times used in calls)	,068	1,011	,013	,067

Coefficients

Model		Sig.
1	(Constant)	,922
	Ln Mailing flow	,918
	Ln Detailing stock (calls)	,669
	Ln Average drug price per DDD	,061
	Ln Average competitors price per DDD	,997
	Drug age	,159
	Ipad / Tablet (% of times used in calls)	,947

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,13223839	6,15300703	3,77231445	,793686168	29
Residual	-3,230476856	2,305815458	,000000000	1,059807467	29
Std. Predicted Value	-,806	3,000	,000	1,000	29
Std. Residual	-2,702	1,929	,000	,886	29

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,036	15,486161446

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,004	1	,004	,000	,997
	Residual	6714,993	28	239,821		
	Total	6714,997	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	-,011	2,761	-,001	-,004

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	,997

Period 1

```
USE ALL.
COMPUTE filter_$=(product=33 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=33 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,090	,008	-,050	15,695197819

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,379	1	34,379	,140	,713
	Residual	4187,767	17	246,339		
	Total	4222,146	18			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	-1,258	3,369	-,090	-,374

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	,713

Period 2

```
USE ALL.
COMPUTE filter_$=(product=33 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=33 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,173	,030	-,067	15,550186885

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74,767	1	74,767	,309	,590
	Residual	2418,083	10	241,808		
	Total	2492,851	11			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	2,771	4,983	,173	,556

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE3 (detailing vs all the other independent)	,590

13.10. Product HE4

```
USE ALL.
COMPUTE filter_$=(product=34).
VARIABLE LABELS filter_$ 'product=34 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 det_stock avg_price_ddd
drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Sales in DDDs lagged one period, Ln Sales in DDDs lagged two periods	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,507	,257	,168	1,642728568

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,153	5	7,831	2,902	,024
	Residual	113,339	42	2,699		
	Total	152,493	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	75,391	36,659		2,057
	Ln Sales in DDDs lagged one period	,044	2,764	,012	,016
	Ln Sales in DDDs lagged two periods	-2,999	2,800	-,836	-1,071
	Ln Detailing stock (calls)	-,492	,294	-,268	-1,671
	Ln Average drug price per DDD	13,278	5,544	,662	2,395
	Drug age	-,078	,053	-,608	-1,466

Coefficients

Model		Sig.
1	(Constant)	,046
	Ln Sales in DDDs lagged one period	,987
	Ln Sales in DDDs lagged two periods	,290
	Ln Detailing stock (calls)	,102
	Ln Average drug price per DDD	,021
	Drug age	,150

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-,35187528	4,08089352	1,05391052	,912714408	48
Residual	-2,266530991	3,776120186	,000000000	1,552892978	48
Std. Predicted Value	-1,540	3,316	,000	1,000	48
Std. Residual	-1,380	2,299	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,003	,000	-,021	14,615481382

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,074	1	,074	,000	,985
	Residual	10039,778	47	213,612		
	Total	10039,852	48			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	,025	1,373	,003	,019

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	,985

Period 1

```
USE ALL.
COMPUTE filter_$=(product=34 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=34 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,053	,003	-,053	15,358978642

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,048	1	12,048	,051	,824
	Residual	4246,168	18	235,898		
	Total	4258,216	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	-,504	2,231	-,053	-,226

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	,824

Period 2

```
USE ALL.
COMPUTE filter_$=(product=34 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=34 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_he4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,043	,002	-,034	14,356128752

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,880	1	10,880	,053	,820
	Residual	5770,756	28	206,098		
	Total	5781,636	29			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	,406	1,768	,043	,230

Coefficients

Model		Sig.
1	Unstandardized Residuals for product HE4 (detailing vs all the other independent)	,820

13.11. Product LI1

```
USE ALL.
COMPUTE filter_$=(product=41).
VARIABLE LABELS filter_$ 'product=41 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Mailing flow, Ln Average drug price per DDD, Ln Detailing stock (calls)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,863	,745	,715	,233579178

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,699	5	1,340	24,558	,000
	Residual	2,291	42	,055		
	Total	8,991	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4,608	3,138		1,468
	Ln Journal advertising flow	,008	,009	,073	,917
	Ln Mailing flow	-,012	,016	-,063	-,746
	Ln Detailing stock (calls)	,462	,257	,406	1,800
	Ln Average drug price per DDD	-1,513	3,670	-,056	-,412
	Drug age	-,015	,008	-,487	-1,906

Coefficients

Model		Sig.
1	(Constant)	,149
	Ln Journal advertising flow	,364
	Ln Mailing flow	,460
	Ln Detailing stock (calls)	,079
	Ln Average drug price per DDD	,682
	Drug age	,063

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,84194708	8,09928608	7,55104558	,377542266	48
Residual	-,597562492	,622238874	,000000000	,220805477	48
Std. Predicted Value	-1,878	1,452	,000	1,000	48
Std. Residual	-2,558	2,664	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	15,464737152

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	1	,001	,000	,998
	Residual	11240,430	47	239,158		
	Total	11240,432	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	-,023	10,216	,000	-,002

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	,998

Period 1

```
USE ALL.
COMPUTE filter_$=(product=41 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=41 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,164	,027	-,027	15,511494953

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119,173	1	119,173	,495	,491
	Residual	4330,917	18	240,606		
	Total	4450,089	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	-13,789	19,593	-,164	-,704

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	,491

Period 2

```
USE ALL.
COMPUTE filter_$=(product=41 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=41 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li1.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,081	,007	-,029	15,521900057

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44,320	1	44,320	,184	,671
	Residual	6746,023	28	240,929		
	Total	6790,343	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	5,160	12,030	,081	,429

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI1 (detailing vs all the other independent)	,671

13.12. Product LI2

```
USE ALL.
COMPUTE filter_$=(product=42).
VARIABLE LABELS filter_$ 'product=42 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER sales_ddd_lag1 sales_ddd_lag2 journal det_stock
avg_price_ddd avg_comp_price_ddd
    drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Sales in DDDs lagged two periods, Ln Sales in DDDs lagged one period, Ln Detailing stock (calls), Ln Average drug price per DDD, Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564	,319	,199	,544228766

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,541	7	,792	2,672	,023
	Residual	11,847	40	,296		
	Total	17,388	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	18,579	34,950		,532
	Ln Sales in DDDs lagged one period	-,011	1,507	-,001	-,008
	Ln Sales in DDDs lagged two periods	-,762	1,469	-,092	-,518
	Ln Journal advertising flow	,037	,029	,180	1,279
	Ln Detailing stock (calls)	,303	,593	,097	,510
	Ln Average drug price per DDD	,976	10,432	,030	,094
	Ln Average competitors price per DDD	-,759	,636	-,524	-1,193
	Drug age	-,042	,019	-,960	-2,162

Coefficients

Model		Sig.
1	(Constant)	,598
	Ln Sales in DDDs lagged one period	,994
	Ln Sales in DDDs lagged two periods	,607
	Ln Journal advertising flow	,208
	Ln Detailing stock (calls)	,613
	Ln Average drug price per DDD	,926
	Ln Average competitors price per DDD	,240
	Drug age	,037

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,88086605	7,43265486	6,85380788	,343349287	48
Residual	-1,662144065	1,126585603	,000000000	,502068021	48
Std. Predicted Value	-2,834	1,686	,000	1,000	48
Std. Residual	-3,054	2,070	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	13,451111668

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,001	1	,001	,000	,998
	Residual	8503,823	47	180,932		
	Total	8503,824	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	,010	3,908	,000	,002

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	,998

Period 1

```
USE ALL.
COMPUTE filter_$=(product=42 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=42 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,065	,004	-,051	13,699784460

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,528	1	14,528	,077	,784
	Residual	3378,314	18	187,684		
	Total	3392,842	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	2,614	9,395	,065	,278

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	,784

Period 2

```
USE ALL.
COMPUTE filter_$=(product=42 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=42 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li2.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,024	,001	-,035	13,506523705

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,049	1	3,049	,017	,898
	Residual	5107,933	28	182,426		
	Total	5110,982	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	-,560	4,332	-,024	-,129

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI2 (detailing vs all the other independent)	,898

13.13. Product LI3

```
USE ALL.
COMPUTE filter_$=(product=43).
VARIABLE LABELS filter_$ 'product=43 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal det_stock avg_price_ddd drug_age
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Drug age, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average drug price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,479	,229	,158	,344865542

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,523	4	,381	3,201	,022
	Residual	5,114	43	,119		
	Total	6,637	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	6,021	3,640		1,654
	Ln Journal advertising flow	,006	,013	,060	,442
	Ln Detailing stock (calls)	,422	,290	,257	1,457
	Ln Average drug price per DDD	4,967	5,514	,237	,901
	Drug age	-,001	,007	-,045	-,171

Coefficients

Model		Sig.
1	(Constant)	,105
	Ln Journal advertising flow	,660
	Ln Detailing stock (calls)	,152
	Ln Average drug price per DDD	,373
	Drug age	,865

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,16258240	6,92511272	6,42725746	,179999911	48
Residual	-,973289132	,619086027	,000000000	,329864138	48
Std. Predicted Value	-1,470	2,766	,000	1,000	48
Std. Residual	-2,822	1,795	,000	,957	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,000	,000	-,021	14,293784879

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,002	1	,002	,000	,998
	Residual	9602,677	47	204,312		
	Total	9602,679	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	,019	6,321	,000	,003

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	,998

Period 1

```
USE ALL.
COMPUTE filter_$=(product=43 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=43 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,006	,000	-,056	14,560947118

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,120	1	,120	,001	,981
	Residual	3816,381	18	212,021		
	Total	3816,501	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	-,192	8,070	-,006	-,024

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	,981

Period 2

```
USE ALL.
COMPUTE filter_$=(product=43 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=43 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li3.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,007	,000	-,036	14,374949811

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,281	1	,281	,001	,971
	Residual	5785,897	28	206,639		
	Total	5786,179	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	,389	10,545	,007	,037

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI3 (detailing vs all the other independent)	,971

13.14. Product LI4

```
USE ALL.
COMPUTE filter_$=(product=44).
VARIABLE LABELS filter_$ 'product=44 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal det_stock avg_price_ddd drug_age printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Journal advertising flow, Ln Average drug price per DDD, Ln Detailing stock (calls), Drug age	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,782	,611	,565	,228824858

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,454	5	,691	13,193	,000
	Residual	2,199	42	,052		
	Total	5,653	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	-155,709	88,214		-1,765
	Ln Journal advertising flow	,011	,011	,105	1,023
	Ln Detailing stock (calls)	,214	,335	,166	,639
	Ln Average drug price per DDD	-247,044	134,607	-,898	-1,835
	Drug age	-,038	,014	-1,537	-2,678
	Printed material (% of times used in calls)	-,525	,273	-,226	-1,923

Coefficients

Model		Sig.
1	(Constant)	,085
	Ln Journal advertising flow	,312
	Ln Detailing stock (calls)	,526
	Ln Average drug price per DDD	,074
	Drug age	,011
	Printed material (% of times used in calls)	,061

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,33429050	8,40969753	7,83161915	,271090572	48
Residual	-,633670330	,378956378	,000000000	,216311156	48
Std. Predicted Value	-1,835	2,132	,000	1,000	48
Std. Residual	-2,769	1,656	,000	,945	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,021	13,836931781

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,018	1	,018	,000	,992
	Residual	8998,652	47	191,461		
	Total	8998,671	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	,092	9,331	,001	,010

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	,992

Period 1

```
USE ALL.
COMPUTE filter_$=(product=44 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=44 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,022	,000	-,055	13,856614536

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,723	1	1,723	,009	,926
	Residual	3456,104	18	192,006		
	Total	3457,826	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	-1,292	13,642	-,022	-,095

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	,926

Period 2

```
USE ALL.
COMPUTE filter_$=(product=44 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=44 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li4.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,019	,000	-,035	14,064680050

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,018	1	2,018	,010	,920
	Residual	5538,826	28	197,815		
	Total	5540,844	29			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	1,315	13,017	,019	,101

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI4 (detailing vs all the other independent)	,920

13.15. Product LI5

```
USE ALL.
COMPUTE filter_$=(product=45).
VARIABLE LABELS filter_$ 'product=45 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT det_calls
  /METHOD=ENTER journal mailing compet_global det_stock avg_comp_price_ddd
drug_age printed
  /SAVE RESID.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Printed material (% of times used in calls), Ln Competitive global marketing expenditures flow, Ln Mailing flow, Drug age, Ln Journal advertising flow, Ln Detailing stock (calls), Ln Average competitors price per DDD	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,874	,763	,722	,288270235

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,727	7	1,532	18,441	,000
	Residual	3,324	40	,083		
	Total	14,051	47			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	7,204	4,393		1,640
	Ln Journal advertising flow	,001	,012	,005	,050
	Ln Mailing flow	,018	,016	,107	1,118
	Ln Competitive global marketing expenditures flow	-,114	,145	-,101	-,791
	Ln Detailing stock (calls)	,282	,412	,241	,686
	Ln Average competitors price per DDD	-,017	,512	-,013	-,033
	Drug age	-,023	,012	-,581	-1,864
	Printed material (% of times used in calls)	-,214	,310	-,058	-,689

Coefficients

Model		Sig.
1	(Constant)	,109
	Ln Journal advertising flow	,961
	Ln Mailing flow	,270
	Ln Competitive global marketing expenditures flow	,434
	Ln Detailing stock (calls)	,497
	Ln Average competitors price per DDD	,974
	Drug age	,070
	Printed material (% of times used in calls)	,495

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,49417114	8,13139534	7,18892902	,477740012	48
Residual	-,784518659	,372940689	,000000000	,265938288	48
Std. Predicted Value	-1,454	1,973	,000	1,000	48
Std. Residual	-2,721	1,294	,000	,923	48

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,001	,000	-,021	11,872345630

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,003	1	,003	,000	,997
	Residual	6624,772	47	140,953		
	Total	6624,774	48			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	-,028	6,512	-,001	-,004

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	,997

Period 1

```
USE ALL.
COMPUTE filter_$=(product=45 and restriction_policy=1).
VARIABLE LABELS filter_$ 'product=45 and restriction_policy=1 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,087	,008	-,048	12,030994714

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,769	1	19,769	,137	,716
	Residual	2605,407	18	144,745		
	Total	2625,176	19			

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	-4,304	11,646	-,087	-,370

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	,716

Period 2

```
USE ALL.
COMPUTE filter_$=(product=45 and restriction_policy=2).
VARIABLE LABELS filter_$ 'product=45 and restriction_policy=2 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMATS filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /ORIGIN
  /DEPENDENT sales_ddd
  /METHOD=ENTER unstand_resid_li5.
```

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	.	Enter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,047	,002	-,033	11,938260956

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,980	1	8,980	,063	,804
	Residual	3990,618	28	142,522		
	Total	3999,598	29			

Coefficients

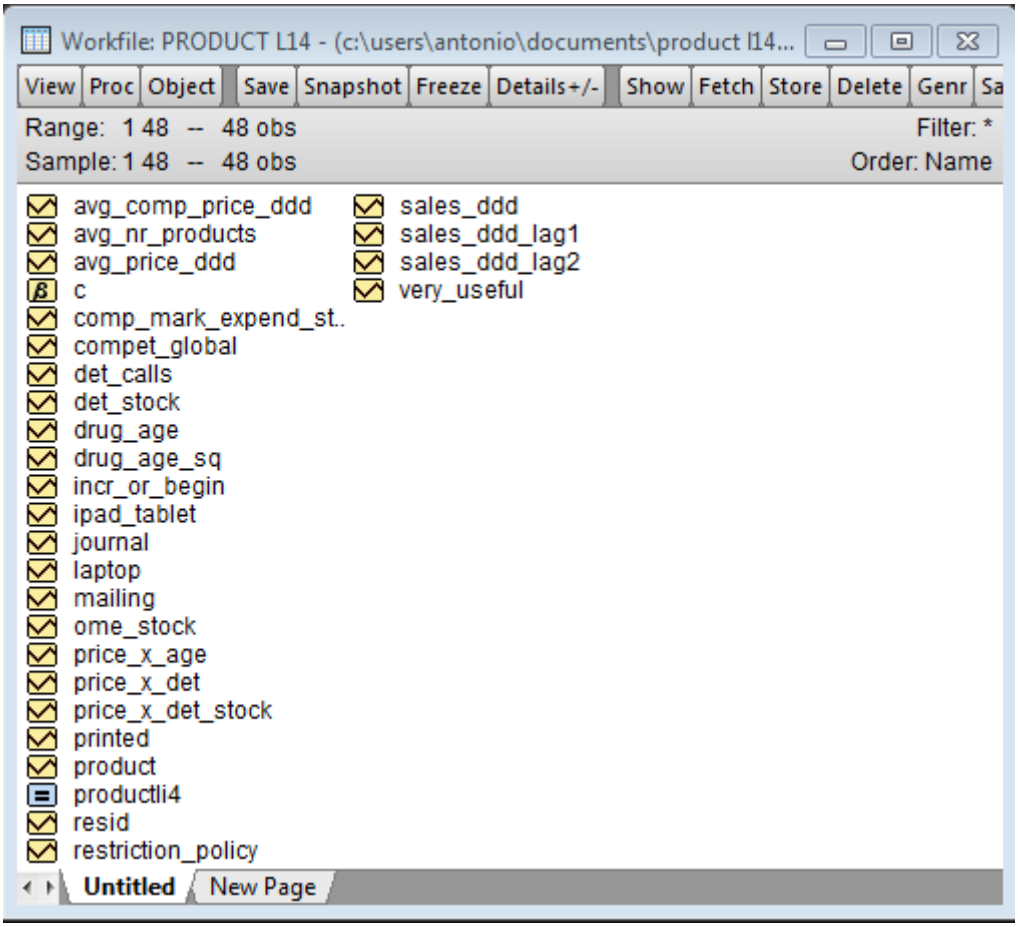
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	1,995	7,947	,047	,251

Coefficients

Model		Sig.
1	Unstandardized Residuals for product LI5 (detailing vs all the other independent)	,804

14. Eviews outputs

14.1. Product LI4



Equation: UNTITLED Workfile: PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/04/19 Time: 22:26
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	593.5994	1111.205	0.534194	0.5977
SALES_DDD_LAG1	-0.209993	0.223131	-0.941120	0.3553
SALES_DDD_LAG2	-0.038938	0.188036	-0.207079	0.8376
DET_CALLS	-40.56106	26.94039	-1.505586	0.1442
JOURNAL	0.000120	0.003211	0.037471	0.9704
COMPET_GLOBAL	-0.046013	0.077247	-0.595653	0.5566
DET_STOCK	-33.57535	110.1048	-0.304940	0.7628
OME_STOCK	0.035966	0.028057	1.281872	0.2112
COMP_MARK_EXPEND_STOCK	0.061327	0.235791	0.260090	0.7968
AVG_PRICE_DDD	874.9293	1685.791	0.519002	0.6081
AVG_COMP_PRICE_DDD	0.329154	0.942863	0.349101	0.7298
DRUG_AGE	0.816794	2.972856	0.274751	0.7857
DRUG_AGE_SQ	1.80E-05	0.000483	0.037317	0.9705
PRICE_X_DET	-61.60231	40.82771	-1.508836	0.1434
PRICE_X_DET_STOCK	-50.69256	166.7500	-0.304003	0.7635
PRICE_X_AGE	1.210781	4.523701	0.267653	0.7911
IPAD_TABLET	-0.075720	0.187830	-0.403133	0.6901
LAPTOP	-0.156162	0.544725	-0.286680	0.7766
PRINTED	0.087334	0.108739	0.803157	0.4292
VERY_USEFUL	-0.208634	0.202011	-1.032786	0.3112
INCR_OR_BEGIN	0.060889	0.149417	0.407513	0.6870
AVG_NR_PRODUCTS	0.329324	0.215122	1.530871	0.1379

R-squared	0.959835	Mean dependent var	13.69045
Adjusted R-squared	0.927395	S.D. dependent var	0.211474
S.E. of regression	0.056983	Akaike info criterion	-2.588579
Sum squared resid	0.084422	Schwarz criterion	-1.730945
Log likelihood	84.12590	Hannan-Quinn criter.	-2.264478
F-statistic	29.58736	Durbin-Watson stat	2.318489
Prob(F-statistic)	0.000000		

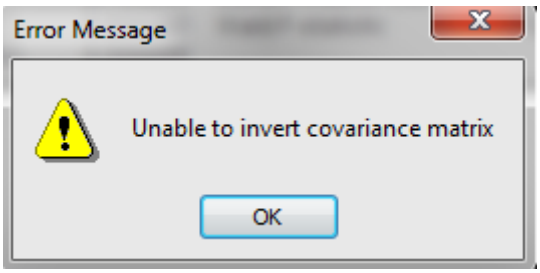
Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/04/19 Time: 23:20
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	453.6298	81.43070	5.570747	0.0000
DET_CALLS	-59.22403	9.557512	-6.196595	0.0000
JOURNAL	0.000668	0.002729	0.244813	0.8079
DET_STOCK	-0.091537	0.107166	-0.854167	0.3982
OME_STOCK	0.040002	0.019689	2.031634	0.0490
AVG_PRICE_DDD	668.2882	122.6586	5.448358	0.0000
DRUG_AGE	0.012759	0.003098	4.118255	0.0002
PRICE_X_DET	-89.91700	14.50280	-6.199976	0.0000
AVG_NR_PRODUCTS	0.333012	0.119385	2.789399	0.0081

R-squared	0.947193	Mean dependent var	13.69045
Adjusted R-squared	0.936361	S.D. dependent var	0.211474
S.E. of regression	0.053348	Akaike info criterion	-2.856593
Sum squared resid	0.110995	Schwarz criterion	-2.505743
Log likelihood	77.55824	Hannan-Quinn criter.	-2.724006
F-statistic	87.44255	Durbin-Watson stat	2.420997
Prob(F-statistic)	0.000000	Wald F-statistic	128.6271
Prob(Wald F-statistic)	0.000000		



Equation: EQ01_FINAL_LI4 Workfile: EVIEWS - PRODUCT LI4...

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Variance Inflation Factors
Date: 08/12/19 Time: 12:15
Sample: 1 48
Included observations: 48

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	12626.70	2.13E+08	NA
DET_CALLS	180.3540	1.87E+08	358245.0
JOURNAL	7.44E-06	1.656625	1.312481
DET_STOCK	0.009721	12541.44	11.59747
OME_STOCK	0.000328	539.9557	2.591337
AVG_PRICE_DDD	28912.24	2.12E+08	758.1077
DRUG_AGE	1.22E-05	230.5584	39.43086
PRICE_X_DET	414.7541	1.87E+08	337558.9
AVG_NR_PRODUCTS	0.020018	160.5664	1.462722

Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/04/19 Time: 23:38
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-35.47546	23.39285	-1.516509	0.1373
DET_CALLS	0.069575	0.047128	1.476310	0.1477
JOURNAL	-0.003094	0.003250	-0.952083	0.3468
DET_STOCK	0.082509	0.104657	0.788381	0.4351
OME_STOCK	0.018076	0.020872	0.866040	0.3916
AVG_PRICE_DDD	-71.54117	35.48918	-2.015859	0.0506
DRUG_AGE	0.010967	0.003570	3.072450	0.0038
AVG_NR_PRODUCTS	0.266974	0.153110	1.743671	0.0889

R-squared	0.920798	Mean dependent var	13.69045
Adjusted R-squared	0.906938	S.D. dependent var	0.211474
S.E. of regression	0.064513	Akaike info criterion	-2.492903
Sum squared resid	0.166475	Schwarz criterion	-2.181037
Log likelihood	67.82968	Hannan-Quinn criter.	-2.375049
F-statistic	66.43425	Durbin-Watson stat	1.872155
Prob(F-statistic)	0.000000	Wald F-statistic	75.47366
Prob(Wald F-statistic)	0.000000		

Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/04/19 Time: 23:45
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-38.51882	23.91930	-1.610365	0.1148
DET_CALLS	0.054337	0.042712	1.272148	0.2103
JOURNAL	-0.002821	0.003037	-0.928992	0.3582
DET_STOCK	-0.009977	0.094655	-0.105408	0.9166
AVG_PRICE_DDD	-78.23686	36.53956	-2.141155	0.0381
DRUG_AGE	0.008142	0.003468	2.347736	0.0237

R-squared	0.914685	Mean dependent var	13.69045
Adjusted R-squared	0.904529	S.D. dependent var	0.211474
S.E. of regression	0.065342	Akaike info criterion	-2.501889
Sum squared resid	0.179323	Schwarz criterion	-2.267989
Log likelihood	66.04534	Hannan-Quinn criter.	-2.413498
F-statistic	90.05917	Durbin-Watson stat	1.788245
Prob(F-statistic)	0.000000	Wald F-statistic	101.8587
Prob(Wald F-statistic)	0.000000		

Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Variance Inflation Factors
Date: 08/04/19 Time: 23:48
Sample: 1 48
Included observations: 48

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	572.1331	8935620.	NA
DET_CALLS	0.001824	1773.441	2.057744
JOURNAL	9.22E-06	2.050048	1.286036
DET_STOCK	0.008960	10807.19	8.299428
AVG_PRICE_DDD	1335.140	9081772.	22.40694
DRUG_AGE	1.20E-05	197.3718	30.58011

Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Redundant Variables Test
Equation: UNTITLED
Redundant variables: SALES_DDD_LAG1 SALES_DDD_LAG2 COMPET_GLOBAL OME_STOCK COMP_MARK_EXPEND_STOCK AVG_COMP_PRICE_DDD DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK PRICE_X_AGE IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS
Specification: SALES_DDD C SALES_DDD_LAG1 SALES_DDD_LAG2 DET_CALLS JOURNAL COMPET_GLOBAL DET_STOCK OME_STOCK COMP_MARK_EXPEND_STOCK AVG_PRICE_DDD AVG_COMP_PRICE_DDD DRUG_AGE DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK PRICE_X_AGE IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS
Null hypothesis: SALES_DDD_LAG1 SALES_DDD_LAG2 COMPET_GLOBAL OME_STOCK COMP_MARK_EXPEND_STOCK AVG_COMP_PRICE_DDD DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK PRICE_X_AGE IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS are jointly insignificant

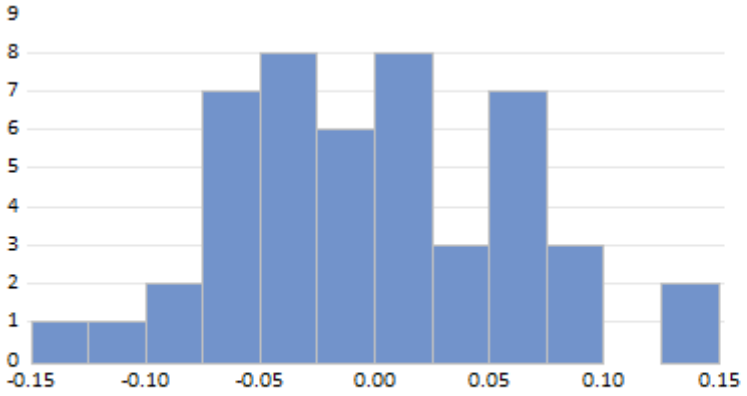
	Value	df	Probability
F-statistic	1.826691	(16, 26)	0.0834
Likelihood ratio	36.16111	16	0.0027

F-test summary:

	Sum of Sq.	df	Mean Squares
Test SSR	0.094901	16	0.005931
Restricted SSR	0.179323	42	0.004270
Unrestricted SSR	0.084422	26	0.003247

LR test summary:

	Value
Restricted LogL	66.04534
Unrestricted LogL	84.12590



Series: Residuals
Sample 1 48
Observations 48

Mean	-3.04e-15
Median	-0.007283
Maximum	0.143908
Minimum	-0.136393
Std. Dev.	0.061769
Skewness	0.194967
Kurtosis	2.633059
Jarque-Bera	0.573388
Probability	0.750742

Equation: UNTITLED Workfile: EVIEWS - PRODUCT LI4::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Ramsey RESET Test
Equation: UNTITLED
Omitted Variables: Squares of fitted values
Specification: SALES_DDD C DET_CALLS JOURNAL DET_STOCK AVG_PRICE_DDD DRUG_AGE

	Value	df	Probability
t-statistic	3.596980	41	0.0009
F-statistic	12.93827	(1, 41)	0.0009
Likelihood ratio	13.16487	1	0.0003

F-test summary:

	Sum of Sq.	df	Mean Squares
Test SSR	0.043015	1	0.043015
Restricted SSR	0.179323	42	0.004270
Unrestricted SSR	0.136309	41	0.003325

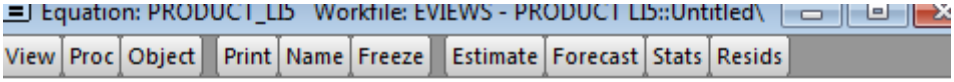
LR test summary:

	Value
Restricted LogL	66.04534
Unrestricted LogL	72.62778

Unrestricted Test Equation:
Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/05/19 Time: 00:13
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-1101.090	263.1296	-4.184594	0.0001
DET_CALLS	1.339701	0.316514	4.232676	0.0001
JOURNAL	-0.067261	0.015558	-4.323366	0.0001
DET_STOCK	-0.360888	0.137011	-2.634017	0.0119
AVG_PRICE_DDD	-1917.701	454.4063	-4.220233	0.0001
DRUG_AGE	0.204075	0.046506	4.388171	0.0001
FITTED^2	-0.875507	0.211846	-4.132751	0.0002

14.2. Product LI5



Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/05/19 Time: 13:57
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	33.05748	16.32060	2.025506	0.0536
SALES_DDD_LAG1	-0.072472	0.208341	-0.347853	0.7309
SALES_DDD_LAG2	-0.068772	0.171621	-0.400722	0.6920
DET_CALLS	0.043136	0.449689	0.095925	0.9243
JOURNAL	0.004228	0.004097	1.032062	0.3119
MAILING	-0.006143	0.005575	-1.101829	0.2810
COMPET_GLOBAL	0.086592	0.055706	1.554451	0.1326
DET_STOCK	-2.132489	1.374170	-1.551838	0.1333
OME_STOCK	-0.022417	0.019280	-1.162700	0.2559
COMP_MARK_EXPEND_STOCK	0.273338	0.106592	2.564337	0.0167
AVG_PRICE_DDD	-39.37392	22.85502	-1.722769	0.0973
AVG_COMP_PRICE_DDD	1.405072	0.385712	3.642799	0.0012
DRUG_AGE	-0.134700	0.145528	-0.925598	0.3635
DRUG_AGE_SQ	2.98E-06	0.000505	0.005907	0.9953
PRICE_X_DET	0.054092	0.670763	0.080643	0.9364
PRICE_X_DET_STOCK	3.320159	2.006913	1.654361	0.1106
PRICE_X_AGE	0.237524	0.169283	1.403121	0.1729
IPAD_TABLET	-0.023406	0.185381	-0.126260	0.9005
LAPTOP	-0.434657	0.409112	-1.062440	0.2982
PRINTED	0.124328	0.124924	0.995227	0.3292
VERY_USEFUL	-0.321291	0.215797	-1.488862	0.1490
INCR_OR_BEGIN	0.150913	0.173276	0.870942	0.3921
AVG_NR_PRODUCTS	-0.010094	0.123907	-0.081463	0.9357

R-squared	0.848991	Mean dependent var	11.74742
Adjusted R-squared	0.716102	S.D. dependent var	0.120701
S.E. of regression	0.064312	Akaike info criterion	-2.344141
Sum squared resid	0.103400	Schwarz criterion	-1.447524
Log likelihood	79.25939	Hannan-Quinn criter.	-2.005308
F-statistic	6.388758	Durbin-Watson stat	2.523435
Prob(F-statistic)	0.000011	Wald F-statistic	9.094860
Prob(Wald F-statistic)	0.000000		

Equation: PRODUCT_LI5 Workfile: EVIEWS - PRODUCT LI5::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/05/19 Time: 14:11
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	28.95884	8.170896	3.544145	0.0011
DET_CALLS	-0.134931	0.460748	-0.292852	0.7714
JOURNAL	0.002652	0.002946	0.900305	0.3741
MAILING	-0.006223	0.004008	-1.552396	0.1296
COMPET_GLOBAL	0.092167	0.044285	2.081218	0.0448
DET_STOCK	-1.776243	0.861267	-2.062361	0.0467
COMP_MARK_EXPEND_STOCK	0.254279	0.075673	3.360228	0.0019
AVG_PRICE_DDD	-35.54576	11.91259	-2.983881	0.0052
AVG_COMP_PRICE_DDD	1.329876	0.196965	6.751854	0.0000
DRUG_AGE	-0.126900	0.032235	-3.936682	0.0004
PRICE_X_DET	0.283566	0.676656	0.419070	0.6777
PRICE_X_DET_STOCK	2.795227	1.218650	2.293707	0.0279
PRICE_X_AGE	0.225780	0.047187	4.784834	0.0000

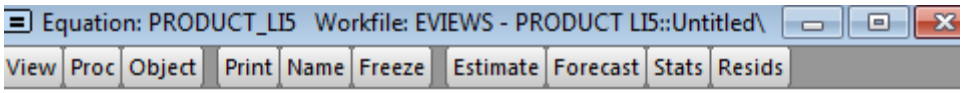
R-squared	0.809488	Mean dependent var	11.74742
Adjusted R-squared	0.744170	S.D. dependent var	0.120701
S.E. of regression	0.061050	Akaike info criterion	-2.528434
Sum squared resid	0.130448	Schwarz criterion	-2.021650
Log likelihood	73.68242	Hannan-Quinn criter.	-2.336920
F-statistic	12.39295	Durbin-Watson stat	2.705920
Prob(F-statistic)	0.000000	Wald F-statistic	11.28422
Prob(Wald F-statistic)	0.000000		

Equation: PRODUCT_LI5 Workfile: EVIEWS - PRODUCT LI5::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Variance Inflation Factors
Date: 08/05/19 Time: 14:17
Sample: 1 48
Included observations: 48

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	66.76354	1100921.	NA
DET_CALLS	0.212288	172697.7	916.2629
JOURNAL	8.68E-06	4.291634	2.444479
MAILING	1.61E-05	3.313964	2.464744
COMPET_GLOBAL	0.001961	4796.634	6.921466
DET_STOCK	0.741780	788779.5	2173.489
COMP_MARK_EXPE...	0.005726	16276.46	11.11559
AVG_PRICE_DDD	141.9098	1091442.	9357.958
AVG_COMP_PRICE_...	0.038795	90.37220	86.13302
DRUG_AGE	0.001039	31757.08	2894.433
PRICE_X_DET	0.457863	177654.8	4460.191
PRICE_X_DET_STOCK	1.485109	751567.9	15777.97
PRICE_X_AGE	0.002227	28451.64	1596.247



Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/05/19 Time: 14:38
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	12.01024	1.509778	7.954969	0.0000
DET_CALLS	0.078300	0.029343	2.668436	0.0111
JOURNAL	0.002739	0.003039	0.901053	0.3732
MAILING	-0.007380	0.004043	-1.825212	0.0758
DET_STOCK	0.220964	0.076022	2.906563	0.0061
COMP_MARK_EXPEND_STOCK	0.206442	0.063384	3.256995	0.0024
AVG_PRICE_DDD	-9.195355	1.424083	-6.457036	0.0000
AVG_COMP_PRICE_DDD	1.221977	0.195362	6.254930	0.0000
DRUG_AGE	-0.093057	0.013318	-6.987375	0.0000
PRICE_X_AGE	0.173127	0.021154	8.184071	0.0000

R-squared	0.772591	Mean dependent var	11.74742
Adjusted R-squared	0.718731	S.D. dependent var	0.120701
S.E. of regression	0.064013	Akaike info criterion	-2.476399
Sum squared resid	0.155713	Schwarz criterion	-2.086566
Log likelihood	69.43358	Hannan-Quinn criter.	-2.329081
F-statistic	14.34442	Durbin-Watson stat	2.376704
Prob(F-statistic)	0.000000	Wald F-statistic	21.60551
Prob(Wald F-statistic)	0.000000		

Equation: PRODUCT_LI5 Workfile: EVIEWS - PRODUCT LI5::Untitled\

View | Proc | Object | Print | Name | Freeze | Estimate | Forecast | Stats | Resids

Redundant Variables Test
Equation: PRODUCT_LI5
Redundant variables: SALES_DDD_LAG1 SALES_DDD_LAG2 COMPET_GLOBAL OME_STOCK DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS
Specification: SALES_DDD C SALES_DDD_LAG1 SALES_DDD_LAG2 DET_CALLS JOURNAL MAILING COMPET_GLOBAL DET_STOCK OME_STOCK COMP_MARK_EXPEND_STOCK AVG_PRICE_DDD AVG_COMP_PRICE_DDD DRUG_AGE DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK PRICE_X_AGE IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS
Null hypothesis: SALES_DDD_LAG1 SALES_DDD_LAG2 COMPET_GLOBAL OME_STOCK DRUG_AGE_SQ PRICE_X_DET PRICE_X_DET_STOCK IPAD_TABLET LAPTOP PRINTED VERY_USEFUL INCR_OR_BEGIN AVG_NR_PRODUCTS are jointly insignificant

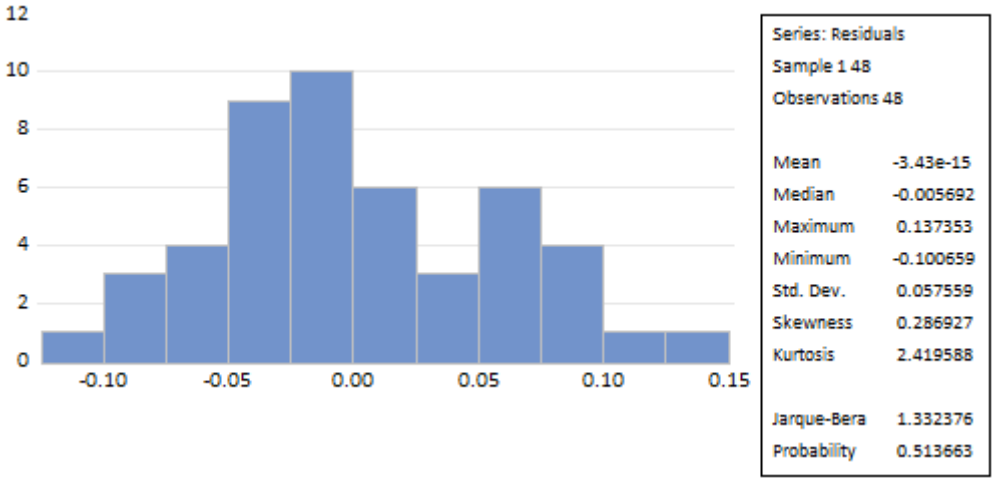
	Value	df	Probability
F-statistic	0.972936	(13, 25)	0.5018
Likelihood ratio	19.65161	13	0.1042

F-test summary:

	Sum of Sq.	df	Mean Squares
Test SSR	0.052313	13	0.004024
Restricted SSR	0.155713	38	0.004098
Unrestricted SSR	0.103400	25	0.004136

LR test summary:

	Value
Restricted LogL	69.43358
Unrestricted LogL	79.25939



Ramsey RESET Test
Equation: PRODUCT_LI5
Omitted Variables: Squares of fitted values
Specification: SALES_DDD C DET_CALLS JOURNAL MAILING DET_STOCK COMP_MARK_EXPEND_STOCK AVG_PRICE_DDD AVG_COMP_PRICE_DDD DRUG_AGE PRICE_X_AGE

	Value	df	Probability
t-statistic	1.822567	37	0.0765
F-statistic	3.321750	(1, 37)	0.0765
Likelihood ratio	4.126709	1	0.0422

F-test summary:

	Sum of Sq.	df	Mean Squares
Test SSR	0.012828	1	0.012828
Restricted SSR	0.155713	38	0.004098
Unrestricted SSR	0.142885	37	0.003862

LR test summary:

	Value
Restricted LogL	69.43358
Unrestricted LogL	71.49694

Unrestricted Test Equation:
Dependent Variable: SALES_DDD
Method: Least Squares
Date: 08/05/19 Time: 14:50
Sample: 1 48
Included observations: 48
Huber-White-Hinkley (HC1) heteroskedasticity consistent standard errors and covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	157.2769	73.34623	2.144308	0.0386
DET_CALLS	1.916984	0.930311	2.060584	0.0464
JOURNAL	0.068377	0.033742	2.026465	0.0500
MAILING	-0.179930	0.086974	-2.068780	0.0456
DET_STOCK	5.316133	2.559226	2.077242	0.0448
COMP_MARK_EXPEND_STOCK	5.063817	2.448386	2.068227	0.0457
AVG_PRICE_DDD	-225.2281	109.0715	-2.064958	0.0460
AVG_COMP_PRICE_DDD	30.03069	14.55203	2.063678	0.0461
DRUG_AGE	-2.275806	1.101885	-2.065375	0.0459
PRICE_X_AGE	4.231826	2.048098	2.066223	0.0459
FITTED^2	-1.002348	0.504661	-1.986180	0.0545