Abbreviations

AM - Area manager
ANOVA - Analysis of Variance
CME - Continuing medical education
CRM - Customer relationship management
df - Degrees of freedom
DV - Dependent variable
e.g. - For instance (exempli gratia)
et al. - And others (et aliter)
i.e. - That is to say (id est)
IV - Independent variable
Manova: Multivariate analysis of variance.
MR - Medical representatives
n.s. - Not significant
NCD - Novel controlled delivery
OPD - Out patient department
OTC - Over the counter medicine
PSR - Professional Sales Representatives
R&D - Research & Development
RCPA - Retail Chemist Prescription Audit.
RMP - Registered Medical Practitioners.
RM - Regional manager
ROA - Return on assets
ROI - Return on investment
ROS - Return on Sales
SBU - Strategic Business Unit
SD - Standard deviation
SE - Standard error
Vol. - Volume
VS - Versus
Viz - Namely (videlicet)
D.G.C.I.S - Directorate General of Commercial Intelligence and Statistic.