

Wendy White Interview Featured in *Future Pharmaceuticals* Magazine

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Wendy White shares her thoughts about Online Marketing with *Future Pharmaceuticals* magazine.

The most recent issue of *Future Pharmaceuticals* magazine includes a Special Feature Interview and Podcast with Wendy White, founder and president of Siren Interactive. In the article, Wendy discusses the benefits of online marketing and offers her thoughts on how pharmaceutical companies must engage new media in order to survive a changing market.

View the full text of Wendy's interview from the magazine and listen to the Executive Podcast interview she recorded with Priya Rehal, *Future Pharmaceuticals'* managing editor by clicking the links below. For more information about *Future Pharmaceuticals*, visit their website at www.futurepharmaus.com.

["Online Optimization" from *Future Pharmaceuticals* magazine](#) [PDF]

[Executive Podcast interview with Wendy White](#) [MP3]