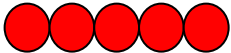

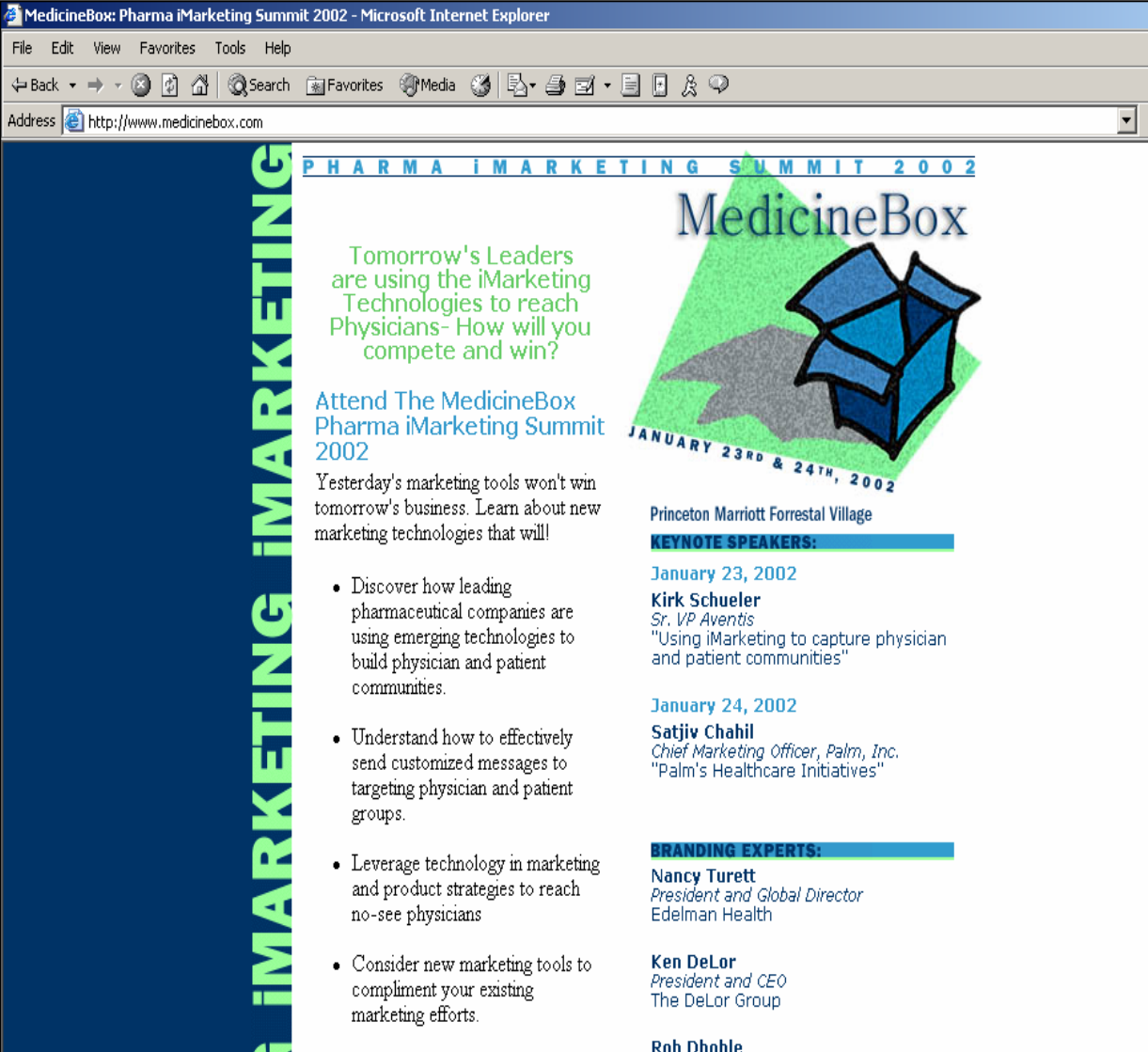


Chapter 10: Links

10:1 Provide Consistent Clickability Cues

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MedicineBox: Pharma iMarketing Summit 2002 - Microsoft Internet Explorer

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JANUARY 23RD & 24TH, 2002

Princeton Marriott Forrestal Village

KEYNOTE SPEAKERS:

January 23, 2002
Kirk Schueler
Sr. VP Aventis
"Using iMarketing to capture physician and patient communities"

January 24, 2002
Satjiv Chahil
Chief Marketing Officer, Palm, Inc.
"Palm's Healthcare Initiatives"

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Nancy Turett
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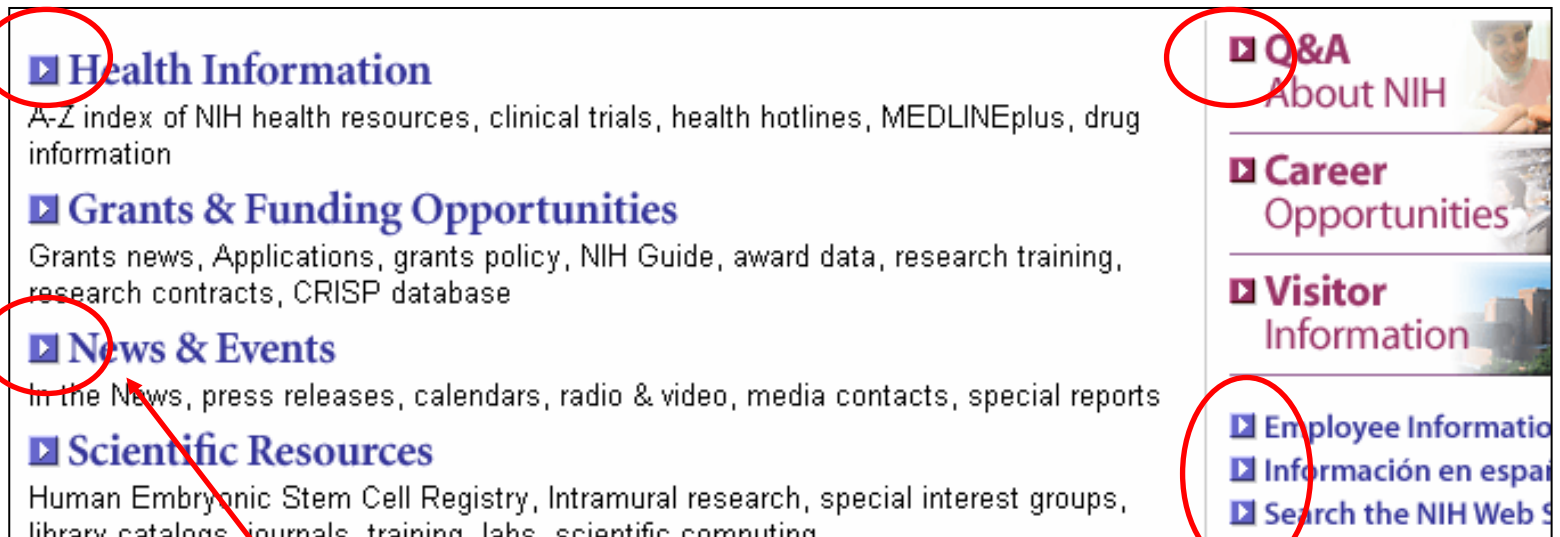
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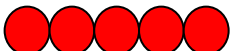
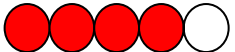


The screenshot shows a navigation menu with several items. Red circles highlight the following items:

- Health Information**: A-Z index of NIH health resources, clinical trials, health hotlines, MEDLINEplus, drug information
- Grants & Funding Opportunities**: Grants news, Applications, grants policy, NIH Guide, award data, research training, research contracts, CRISP database
- News & Events**: In the News, press releases, calendars, radio & video, media contacts, special reports
- Scientific Resources**: Human Embryonic Stem Cell Registry, Intramural research, special interest groups, library catalogs, journals, training, labs, scientific computing
- Q&A About NIH**
- Career Opportunities**
- Visitor Information**
- Employee Information**
- Información en español**
- Search the NIH Web Site**

Right-facing arrows are very strong clickability cues for users.

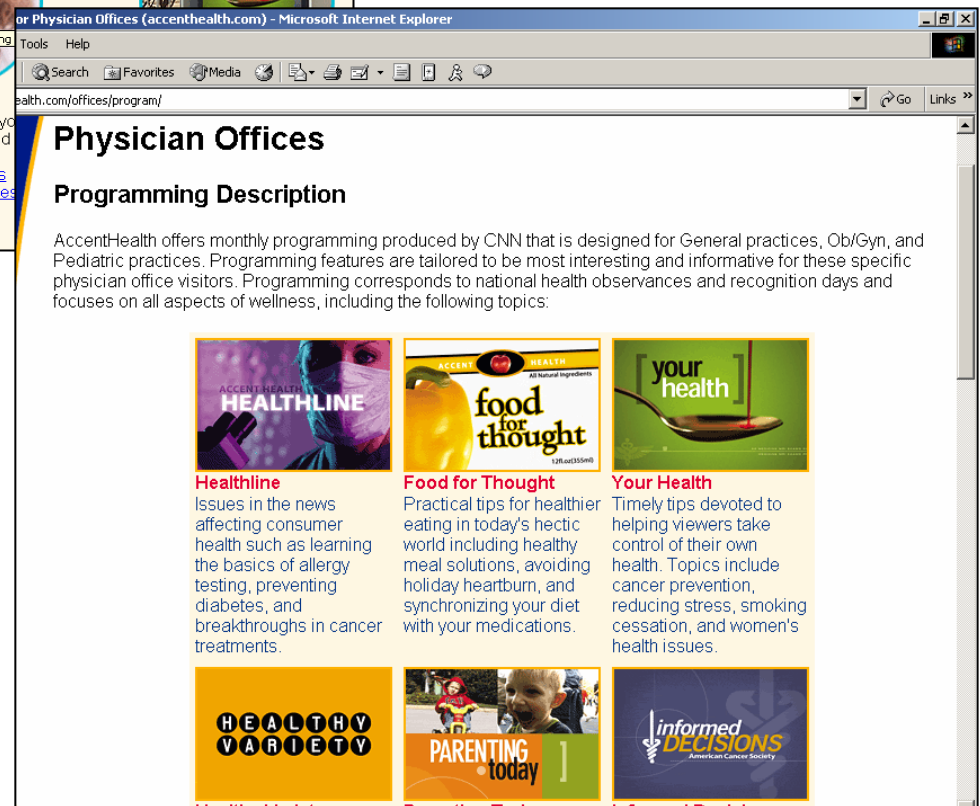
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