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### **What to Consider When Looking for a CRO**

Most contract research organizations (CROs) offer a wide variety of services ranging from preclinical studies and consultancy/advice to full clinical trials and regulatory support. Customers usually pick and choose the services they need from a vast menu of options, which can be overwhelming. In addition, the business is highly competitive, with what seems like an infinite number of firms, adding to the abundance of choices for customers.

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