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Cover Story

The keynote review in this issue of *Drug Discovery Today*, by David G. Reid and Philip S. Murphy discusses the use of ^{19}F MR in drug discovery. They cover how the technique can be of great value in the R&D setting, particularly in ADME, where it is likely to have a great impact. The review outlines practical approaches to detection and localization. The authors speculate on the future impact of the technique in clinical studies as high field scanners become more common.

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