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Cover Story

The featured review in this issue of *Drug Discovery Today*, by William C. Eckelman, Richard C. Reba, and Gary J. Kelloff, discusses how applying appropriate radiolabeled probes is key to the value of targeted imaging in the development of personalized medicine. Such an imaging approach can vary depending on the nature of the target i.e. whether it is specific to the disease (such as a specific receptor) or a general target that can be used for a number of disease types. Imaging agents developed alongside drug development may accelerate the drug development process as well as being key to the development of a personalized medicine strategy. Cover image: PHOTOTAKE Inc. / Alamy

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