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Cover Story

The leading story of this issue of *Drug Discovery Today*, by Clay W Scott and Matthew F. Peters, reviews the highly topical field of label-free cell-based assays. They cover the technological developments that now allow the determination of live cell responses with unparalleled and exquisite sensitivity. They look at G-protein-coupled pathways as a means of measuring cell response. The bulk of their article addresses impedance and optical-based label-free strategies and point out their respective strengths and weaknesses and opportunities that may develop in the near future.

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