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**Shaken, Not Stirred: A 30 Year Adventure in Breast Disease Management**

**Needs:** Surveys have shown poor information and inconsistency in breast disease management.

**Objectives:** To improve the understanding of benign breast conditions and be aware of how to optimally manage these conditions; to increase awareness of efficacy of neoadjuvant endocrine therapy in carefully selected patients; to better understand complexity of endocrine resistance and how difficult it will be to circumvent this; and to better appreciate that much of what we do in traditional medicine has poor evidence base and thus why it is possible to change it.