

Librería
Bonilla y Asociados
desde 1950



Título: Global Pharmaceutical Marketing: A Practical Guide To Codes And Compliance

Autor: Grice, Judith

Precio: \$2538.00

Editorial:

Año: 2007

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780853697176

Worldwide, there are varying Codes of Practice/Conduct for the pharmaceutical industry that ensure the industry self-regulates to promote the appropriate use of medicines by operating in a professional, ethical and transparent manner and ensuring high standards. The aim of this book is to aid the understanding of the many pharmaceutical Codes of Practice/Conduct throughout the world. It contains an overview of the guidelines for the promotion of pharmaceutical products in all geographical areas. Each section includes a "general overview" providing a discussion on that particular Code of Practice and differences/similarities with other countries.