

# Global Pharmaceutical Marketing



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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.

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