

The Code Explained: A Users Guide to the ABPI Code of Practice



The Code Explained is a user-friendly guide to the practical implementation of the ABPI Code of Practice. Author Steven Gray puts the Code into context, explaining in easy to follow terms why pharmaceutical companies need to comply, how to comply and what happens if they don't. Divided into concise chapters, The Code Explained enables the reader to understand the principles and practical implications of all aspects of the Code, including all of the changes which came into force in January 2015. The Code - and therefore this book - covers a wide range of activities, from obvious advertising and promotions to more subtle aspects of a pharmaceutical marketers work, including drafting press releases and arranging medical meetings. The Code Explained is essential reading for anyone who works in or with the pharmaceutical industry. Steven Gray is a recognised specialist in compliance with pharmaceutical and healthcare marketing codes and regulations. He has worked in the industry for 25 years in a wide range of disciplines and has gained prominence as an impactful, pragmatic communicator with an ability to engage audiences at all Levels. Today, as Managing Director of Compliance Hub he Leads a specialist agency with a growing reputation for high quality training and consultancy services.

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