The Pharma Rep's Code Explained is a user-friendly guide to the practical application of the ABPI Code of Practice from the perspective of those whose work involves visiting customers. Author Steven Gray puts the Code into context with easy to follow simple steps to ensure their activities remain within the Code. Divided into concise chapters, The Pharma Reps 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 making promotional calls and arranging meetings to providing non-promotional medical samples and the rules regarding emails to customers. The Pharma Reps Code Explained is essential reading for anyone who works in the field for a pharmaceutical company. 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.

- The Philosophy of Leibniz and the Modern World
- Philip Melanchthon, the Protestant Preceptor of Germany, 1497-1560
- Philosophy of Literature,
- Philippa
- Philadelphia Textiles-Wrtg Design
- Pharmacy Terminology