

The International Comparative Legal Guide to Pharmaceutical Advertising (The International Comparative Legal Guide Series)



This guide provides the international practitioner and in-house counsel with a comprehensive worldwide legal analysis of the laws and regulations of pharmaceutical advertising. It is divided into two main sections: Four general chapters. These are designed to provide readers with a comprehensive overview of key pharmaceutical advertising issues, particularly from the perspective of a multi-jurisdictional transaction. Country question and answer chapters. These provide a broad overview of common issues in pharmaceutical advertising laws and regulations in 34 jurisdictions. All chapters are written by leading pharmaceutical lawyers and we are extremely grateful for their excellent contributions.

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