

ADVANCE NOTICE

City & Financial Publishing announce
the forthcoming new & completely updated edition of
**A Practitioner's Guide to
Financial Promotion**

2nd Edition, Publication May 2009

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ISBN 978 1905121 229

A Practitioner's Guide to Financial Promotion covers all aspects of FSA regulation, and also how the FSA regime interacts with other aspects of consumer protection, such as the Advertising Standards Authority Code. The new second edition has been extensively re-written to reflect the FSA's more principles-based regime for financial promotions, and the impact of MiFID on conduct of business obligations.

A complete practitioner's guide to the regulation of financial promotion, which is an area of importance and complexity, and one which will be of concern to all compliance officers and in-house counsel in financial institutions.

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