(26) AJ Jouhar and MF Grayson (1973)
*International Aspects of Drug Evaluation and Usage: based on an international meeting of medical advisers to the pharmaceutical industry organized by the Association of Medical Advisers to the Pharmaceutical Industry, London, April 1972*
Edinburgh: Churchill Livingstone

**Preamble**
For details of the second and subsequent International Meetings of Medical Advisers in the Pharmaceutical Industry see no. (35) below.

**Aims**
This book records the proceedings of the International Meeting of Medical Advisers in the Pharmaceutical Industry, which took place in London between April 17th and 20th, 1972. The meeting was conceived as an attempt to assess the current state of the evaluation and use of drugs throughout the world, as seen through the eyes of medically qualified people working in the pharmaceutical industry. This concept was embodied in a message given by the meeting’s patron, His Royal Highness the Duke of Edinburgh KG, who wrote: “The need to establish the principles for evaluation of therapeutic agents is becoming progressively more important as the stream of new products pouring from the laboratories increases every year. Medical advisers, placed as they are between manufacturer and consumer, have a very delicately balanced responsibility. While they are employed as advisers to the industry the practising medical profession and the public at large are equally dependent on them for advice and protection.” The meeting brought together physicians, scientists and others from the pharmaceutical industry, research institutes and medical practice from more than thirty nations (Preface, page vii).

**Contents (xvi + 374 pages)**
Foreword (EF Scowen)
Preface (AJ Jouhar, MF Grayson)
Chairmen
List of Contributors
Section I: Extrapolation of laboratory and animal investigations to investigations in man
1. The choice of the animal model (RE Lister)
2. Pharmacological screening procedures (WR Buckett)
3. The confirmation in man of the metabolic data found for drugs in animals (DE Hathway)
4. Toxicological testing – predictive value for clinical experience (R Hill)
5. Teratogenicity (FM Sullivan)
6. Preclinical evaluation of new drugs (B Berde)
Section II: Human and clinical pharmacology
7. The role of a department of clinical pharmacology in the pharmaceutical industry (FB Nicolls)
8. The role of academic clinical pharmacology in relation to industry (DR Laurence)
9. Relationships between industry and clinical pharmacology departments: some personal reflections (AD Munro-Faure)
11. Pharmacology of contraceptive steroids (GIM Swyer)
12. The evaluation of beta adrenergic blocking drugs in man (JD Fitzgerald)
13. Methodology in clinical pharmacology: assessment of diuretics (AF Lant)

Section III: Clinical evaluation of drugs

15. Methodologies in drug assessment using computer techniques (PJ Fell, DC Quantock, THMT van Lierop)
16. Role of the medical adviser (BW Cromie)
17. Role of the pharmacist in the clinical evaluation of drugs (AP Launchbury)
18. Some problems in the clinical evaluation of drugs (HM Lal)
19. Non-drug adverse reactions (AB Vaidya)
20. Detecting drug-induced diseases (L Meyler)

Section IV: Drug evaluation and the law

21. Medicolegal aspects of the evaluation of new drugs (Sir Charles Stuart-Harris)
22. Some ethical and other aspects of the use of volunteers in pharmaceutical research (DAJ Tyrrell)
23. Preclinical requirements (MA Neaverson)
24. Harmonization of drug legislation in the European Economic Community (AY Dubourg)

Section V: Responses to drugs

25. Variation in drug response due to disease (LF Prescott)
26. Biological equivalence of therapeutic agents (KC Mezey)
27. Clinical importance of interindividual differences in pharmacokinetics in man (F Sjöqvist)
28. Drug interactions with oral anticoagulants (A Breckenridge)
29. Why not antibiotic combinations? (JC Gould)
30. Investigating the effects of drug combinations (A Herxheimer)
31. Drug interactions (CT Dollery)

Section VI: Use of drugs

32. Clinical evaluation and use of drugs in hospital (GP McNicol)
33. Clinical evaluation and use of drugs in general practice (D Wheatley)
34. International variation in drug usage (AJ Jouhar)
35. Drugs for the future (W Modell)
36. Role of the medical adviser in promotion (EHL Harries)
37. Creativity in promotion (S Seltzer)
38. Ethics of pharmaceutical sales promotion (G Teeling-Smith)

Section VII: Free communications

39. Clinical pharmacology of monoamine venomotor receptors (F Sicuteri, M Fanciullacci, PL del Bianco, G Franchi)
40. Lysomones in cellular pathology and therapy (FJ Jacques)
41. General preclinical considerations for new drug investigation in man (FJ Sanen)
42. Ventilatory estimates of the efficacy of bronchodilator aerosols (BM Cohen)

Index

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