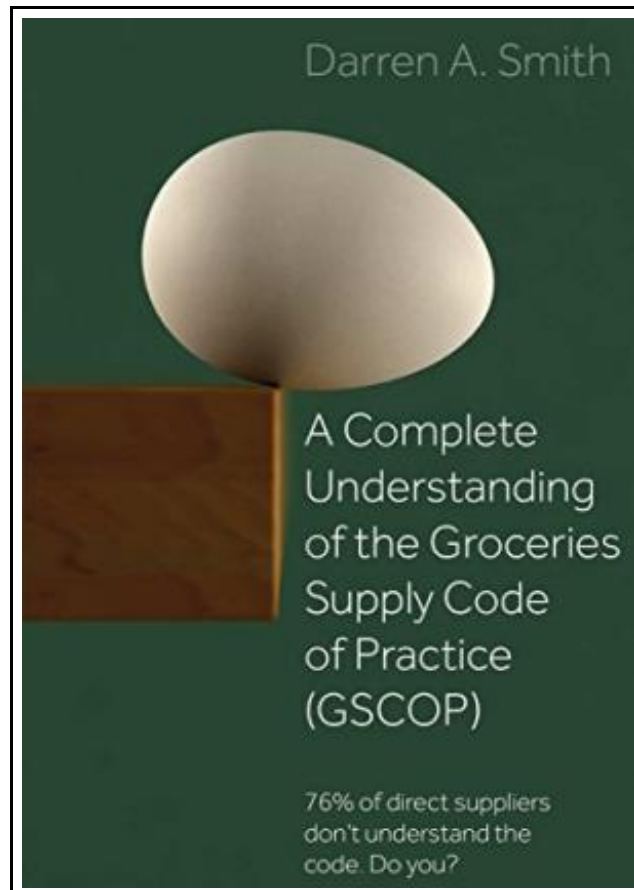


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Lulu.com, United Kingdom, 2015. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.A code of practice was introduced by the UK Government to enable suppliers to fear UK supermarkets less. This code is called GSCOP - The Groceries Supply Code of Practice. Sales Directors, Category Managers, and National Account Managers need to understand the rules of the game that they play in, because how can they call foul play if they don t know the rules? It s ok not to know the off-side rule, unless you are a footballer! This book has been written to help suppliers to to major UK supermarkets to understand the Government legislation that was brought-in to protect them. Christine Tacon, the Groceries Code Adjudicator, challenges suppliers to understand the Code, in this 3.5 minute video This book is designed to raise awareness of the Code with suppliers, highlight the most important areas for a supplier to consider, and be used as a reference to come back to understand, for example, the rules around delisting when they need to.



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