



<https://www.ncbi.nlm.nih.gov/pubmed/27044283>

Matheson A. The ICMJE Recommendations and pharmaceutical marketing--strengths, weaknesses and the unsolved problem of attribution in publication ethics. *BMC Med Ethics*. 2016 Apr 4;17:20. doi: 10.1186/s12910-016-0103-7.

The Global Alliance of Publication Professionals (GAPP) submitted a timely response to this article to *BMC Medical Ethics* in May 2016. In September 2016 we received the author's response to our correspondence. In the light of current (as of September 2016) correspondence on a subsequent, similar article by the same author in the *British Medical Journal* (<http://www.bmj.com/content/354/bmj.i4578/rapid-responses>), we consider our original response to this article to be redundant, but would encourage readers to visit the BMJ correspondence.

**\*\*Disclosure:\*\*** All members of GAPP declare that we have provided or do provide ethical medical writing services to academic, biotechnology, or pharmaceutical clients, and are active in national and international not-for-profit associations that encourage ethical medical writing practices. Details of GAPP members can be found at <http://gappteam.org>