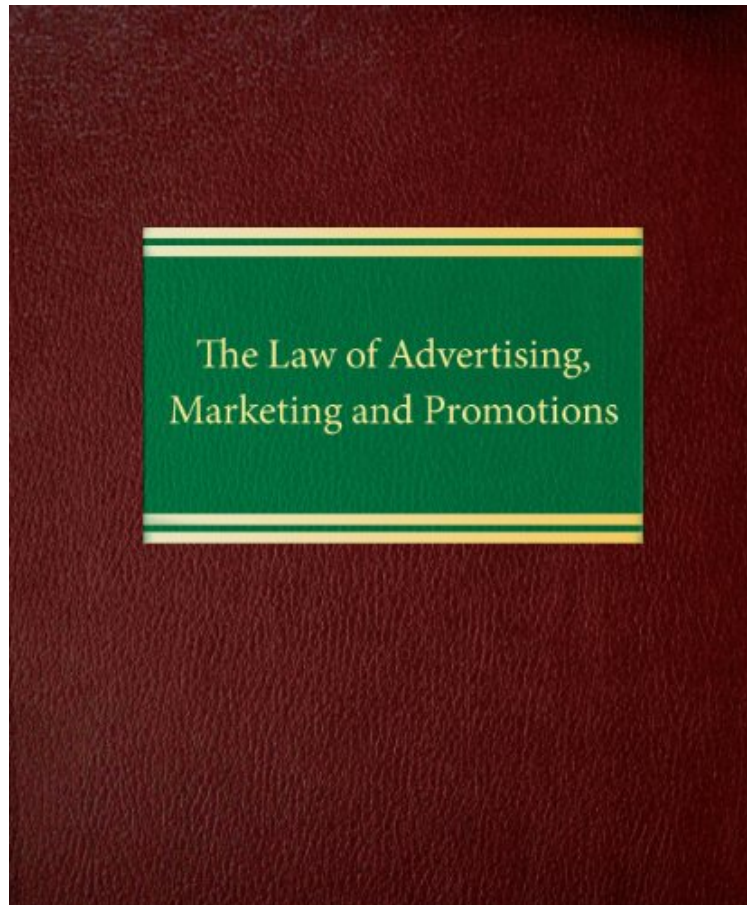


[Mobile library] The Law of Advertising, Marketing and Promotions (Commercial Law usiness Law Series)

The Law of Advertising, Marketing and Promotions (Commercial Law usiness Law Series)

David Bernstein, Bruce Keller
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David Bernstein, Bruce Keller : The Law of Advertising, Marketing and Promotions (Commercial Law usiness Law Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Law of Advertising, Marketing and Promotions (Commercial Law usiness Law Series):

This is a great resource for anyone working in advertising law, and will also save a ton in Westlaw charges if you hand it over to associates just learning the ropes. Rebecca Tushnet's 43(B)logAt last: a desk manual that works for everybody... An extraordinarily well organized and itemized work that explains the law in plain English and provides the current views of circuit courts where available. Advertising Law Alert Advertising has become ubiquitous in daily life, especially since the explosion of new media. The Law of Advertising, Marketing and Promotions explains the complex and evolving legislative, regulatory, court-based, and self-regulatory rules governing advertising content and

practices. When is an omission a false claim under the Lanham Act? When can you use a competitor's name in online keyword advertising? This timely and indispensable treatise covers everything from the procedures for challenging false advertising to the questions raised by the latest online techniques. It provides legal analysis as well as practical tools, such as checklists for claim substantiation, disclosure and disclaimers, and sweepstakes. Topics covered include: statutes, regulations, and case law; industry rules such as television network and Children's Advertising Review Unit (CARU) guidelines; false advertising claims and defenses; consumer surveys; intellectual property infringement, fair use and trademark dilution; direct marketing, sweepstakes, and contests; keywords, pop-ups and other online ads; rules for special products and industries; pros and cons of litigation in various fora; remedies; and more. This complete guide to legal risk will help advertisers and their counsel make sense of overlapping legal structures, anticipate problems, and handle the issues raised by all types of advertising.

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