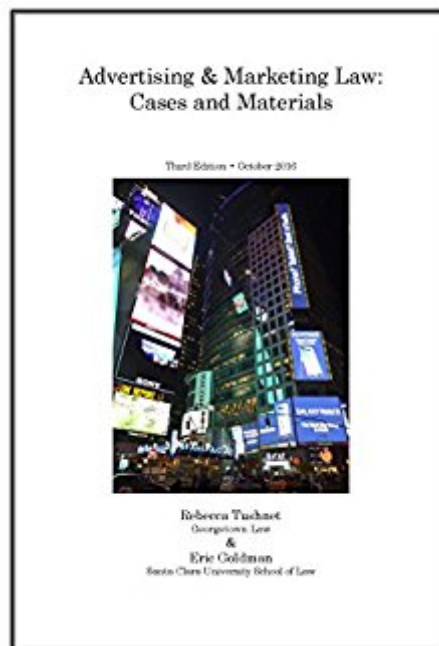




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Advertising & Marketing Law: Cases & Materials, Third Edition



Synopsis

This is a casebook on advertising and marketing law. The book's table of contents: Volume 1 Preface Chapter 1: Overview Chapter 2: What is an Advertisement? Chapter 3: False Advertising Overview Chapter 4: Deception Chapter 5: Omissions and Disclosures Chapter 6: Special Topics in Competitor Lawsuits Chapter 7: Consumer Class Actions Chapter 8: False Advertising Practice and Remedies Chapter 9: Other Business Torts Volume 2 Chapter 10: Copyrights Chapter 11: Brand Protection and Usage Chapter 12: Competitive Restrictions Chapter 13: Featuring People in Ads Chapter 14: Privacy Chapter 15: Promotions Chapter 16: The Advertising Industry Ecosystem – Intermediaries and Their Regulation Chapter 17: Case Studies

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