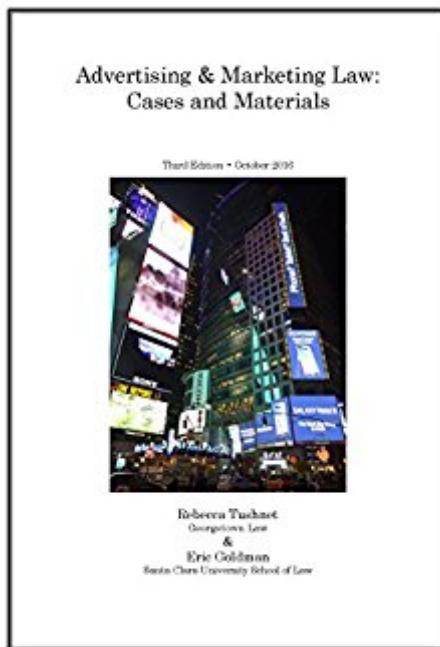


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Advertising & Marketing Law: Cases & Materials, Third Edition



Synopsis

This is a casebook on advertising and marketing law. The book's table of contents:Volume 1PrefaceChapter 1: OverviewChapter 2: What is an Advertisement?Chapter 3: False Advertising OverviewChapter 4: DeceptionChapter 5: Omissions and DisclosuresChapter 6: Special Topics in Competitor LawsuitsChapter 7: Consumer Class ActionsChapter 8: False Advertising Practice and RemediesChapter 9: Other Business TortsVolume 2Chapter 10: CopyrightsChapter 11: Brand Protection and UsageChapter 12: Competitive RestrictionsChapter 13: Featuring People in AdsChapter 14: PrivacyChapter 15: PromotionsChapter 16: The Advertising Industry EcosystemÃ¢â€œIntermediaries and Their RegulationChapter 17: Case Studies

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