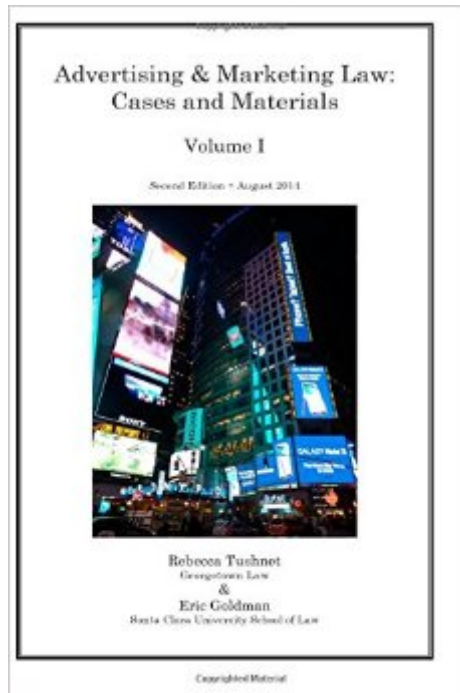


The book was found

Advertising And Marketing Law: Cases And Materials (Volume 1)



Synopsis

This is a casebook on advertising and marketing law. Due to the length of the book (1,400 pages in total), we have broken the book into 2 volumes. This is the order page for Volume 1. You can find the order page for Volume 2 at <https://wwwcreatespace.com/5001930>. 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 Ecosystemâ Intermediaries and Their Regulation Chapter 17: Case Studies While weâve done our best to make the hard copy version of the book useful to you, the hard copy is missing some key features, such as an index and color images. Therefore, if you would like a PDF version of the book to complement your hard copy version, just email a copy of your purchase receipt for the hard copy to Professor Goldman (egoldman@gmail.com) and he will email you a PDF at no extra cost.

Book Information

Series: Advertising and Marketing Law: Cases and Materials

Paperback: 792 pages

Publisher: CreateSpace Independent Publishing Platform; Second Edition edition (August 15, 2014)

Language: English

ISBN-10: 1500857041

ISBN-13: 978-1500857042

Product Dimensions: 6 x 1.8 x 9 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ See all reviewsÂ (1 customer review)

Best Sellers Rank: #343,966 in Books (See Top 100 in Books) #17 inÂ Books > Law > Business > Consumer Law

Customer Reviews

loved this class..i still read this book a lot/search the PDF

[Download to continue reading...](#)

Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Advertising and Marketing Law: Cases and Materials (Volume 2) Advertising and Marketing Law: Cases and Materials (Volume 1) Youtube Marketing Buddy, The beginners guide to youtube advertising, Use video marketing for your business Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Como Crear Un Plan De Marketing Eficaz: Guía- a para novatos y expertos para crear un estrategia- a de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) Antique & Contemporary Advertising Memorabilia: Identification & Value Guide (Antique and Contemporary Advertising Memorabilia) Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Gestalt Psychology: Influence customer perceptions and make advertising more memorable (Management & Marketing Book 7) Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference The Supreme Court and Tribal Gaming: California v. Cabazon Band of Mission Indians (Landmark Law Cases and American Society) (Landmark Law Cases & American Society) One Man Out: Curt Flood versus Baseball (Landmark Law Cases and American Society) (Landmark Law Cases & American Society) Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Shopper Marketing - La Nueva Estrategia Integrada de Marketing para Conquista del Cliente en el Punto de Venta (Spanish Edition) Cómo realizar un buen plan de marketing y no morir en el intento.: Guía- a paso a paso para realizar tu Plan de Marketing. Aprende a realizar análisis de ... y plan de acción (Spanish Edition)