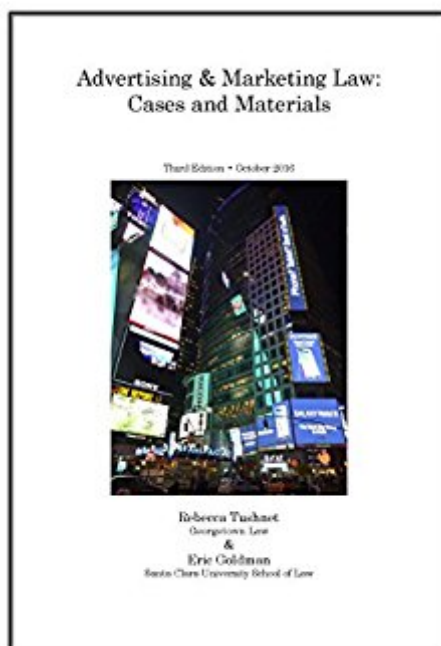


The book was found

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

Book Information

File Size: 9171 KB

Simultaneous Device Usage: Unlimited

Publication Date: November 23, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01MQNK9HK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #123,219 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #5 in Kindle Store > Kindle eBooks > Law > Business > Consumer Law #6 in Books > Law > Business > Consumer Law #31149 in Kindle Store > Kindle eBooks > Nonfiction

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

Advertising & Marketing Law: Cases & Materials, Third Edition Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Advertising & Marketing Law: Cases & Materials, 3d Ed. (Volume 1) Advertising & Marketing Law:

Cases & Materials, 3d Ed. (Volume 2) Advertising and Marketing Law: Cases and Materials (Volume 1) Advertising and Marketing Law: Cases and Materials (Volume 2) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Land Law: Text, Cases, and Materials (Text, Cases And Materials) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Third Eye: Third Eye Activation Mastery, Easy And Simple Guide To Activating Your Third Eye Within 24 Hours (Third Eye Awakening, Pineal Gland Activation, Opening the Third Eye) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising Facebook Marketing: Learn how you can grow any Facebook page to 1 million likes in the first 6 months (Facebook Advertising, social media, facebook marketing) Facebook: Facebook Marketing: Guide to get 10,000 likes and followers in 15 days for Facebook Page(Facebook advertising,Internet Marketing,social media,Instagram) BONUS - \$20 included.

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)