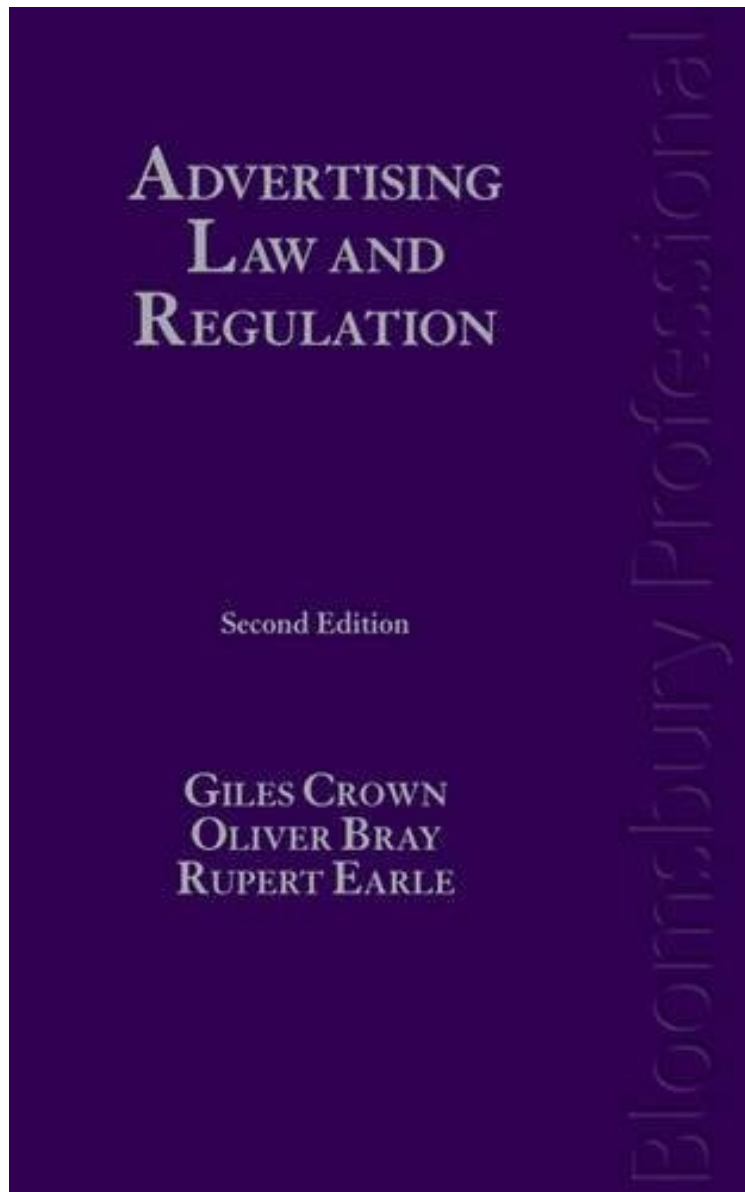


[Online library] Advertising Law and Regulation: Second Edition

Advertising Law and Regulation: Second Edition

Giles Crown, Oliver Bray, Rupert Earle

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#10006152 in Books 2010-11-30Original language:EnglishPDF # 1 9.75 x 8.50 x 2.00l, 3.70 #File Name:
18459245171046 pages | File size: 72.Mb

Giles Crown, Oliver Bray, Rupert Earle : Advertising Law and Regulation: Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising Law and Regulation: Second Edition:

This invaluable guide focuses specifically on advertising law and the myriad rules controlling the advertising industry. It covers all aspects of the law as it affects advertising, from European legislation and copyright law to libel and obscenity laws. It clearly explains the UK laws, statutes, and self-regulatory codes that govern advertising, along with sections given to the specific issues affecting television, radio, and cinema. The new second edition takes on a more practical and user-friendly structure, with updated and expanded coverage of contract law, breach of confidence, copyright, and data protection. It contains new material covering cosmetics and surgery advertising, ambush and ambient marketing, new media marketing, branded content, and transport, as well as a new chapter on gambling, covering the changes and development brought about by the UK's Gambling Act 2005.

About the Author Giles Crown is Head of the Media, Brands and Technology Department at Lewis Silkin LLP. Oliver Bray is a specialist in advertising and marketing law, having worked with agencies and major brand owners all his career, including those in retail, publishing, technology, media/new media and food. Rupert Earle has specialised in media, advertising and regulatory law for 20 years.