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# 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](mailto:egoldman@gmail.com)) and he will email you a PDF at no extra cost.

## Book Information

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## Customer Reviews

Eric Goldman is a professor of law and Co-Director of the High Tech Law Institute at Santa Clara University School of Law. Before he became a full-time academic in 2002, he practiced Internet law for eight years in the Silicon Valley. His research and teaching focuses on Internet, intellectual

property and advertising law topics, and he blogs on those topics at the Technology & Marketing Law Blog, <http://blog.ericgoldman.org>. Rebecca Tushnet is a professor of law at Georgetown University Law Center. She clerked for Associate Justice David H. Souter and worked on intellectual property and advertising litigation before beginning teaching. Her academic work focuses on copyright, trademark and advertising law. Her blog is at <http://tushnet.blogspot.com>.

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