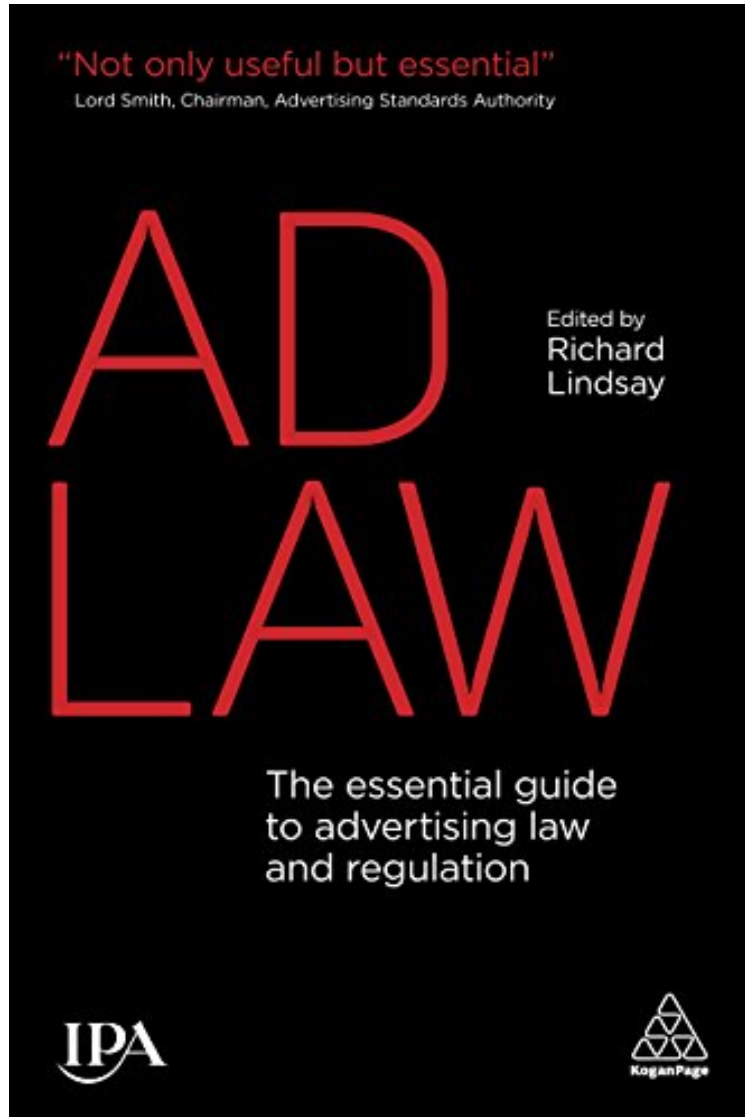


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From Kogan Page : Ad Law: The Essential Guide to Advertising Law and Regulation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ad Law: The Essential Guide to Advertising Law and Regulation:

0 of 0 people found the following review helpful. GoodBy DarrenIngram_dot_com This is an essential, at-a-glance reference to current law and regulations affecting marketing and advertising activities in the United Kingdom. Even if you don't necessarily have operations in that country, the book can arguably still give you a lot of good intelligence to consider possible problems that may be relevant elsewhere. Written with the practitioner in mind, this book is designed to be accessible and informative without recourse to impenetrable legal mumbo-jumbo. Used

correctly, this book could save your corporate skin and possibly prevent some unwelcome headlines and damage to its reputation. Many contributors have added their expert views and commentary to this book, which has been carefully curated and made very accessible by the publishers. Ignorance is thus no excuse! As well as a look at the regulatory systems that are in force, the book drills down through various topics such as intellectual property, competition law, consumer protection and data protection. A whole section guides the reader through compliance and helps them assess if they need to undertake remedial activities before it is too late. Inspiration may be taken from looking at current key themes in advertising and how to ensure compliance. One section looks at specific industry sectors and the problems that may be more specific to them and matters are rounded off with consideration towards business issues, contracting and supplier management. It is certainly a useful guide and a lot more than just a 'book on advertising'; as you might otherwise have thought of it. For those who have a specific need for this kind of knowledge it may be a must-read; for everybody else, possibly with a peripheral connection to marketing and advertising (or even general senior management) it may be a 'could-read'.

The implications of breaching UK advertising laws or regulations can be both costly and time-consuming. If a campaign is found to be potentially offensive, harmful or misleading, for example, all of the creative work and strategic planning may have to be withdrawn or changed. That is not only expensive but likely to attract very negative publicity to the brand. Ad Law is the essential practical guide to the law and regulation of advertising and marketing communications, offering level-headed advice on everyday questions encountered when designing and running promotional campaigns. Spanning legal issues such as intellectual property, privacy and defamation as well as the self-regulatory framework in the UK to which advertisers must adhere, Ad Law expertly leads readers through the most applicable laws and regulations, explains how to comply and points out common pitfalls. In addition, guidance on the practical side of the business of advertising is included, discussing the new industry-standard client/agency agreement, for example. Ad Law contains guidance based on real-world experiences from media and advertising lawyers and the IPA legal team, making it the ideal companion for advertising and marketing professionals as well as lawyers in the sector.

About the Author Richard Lindsay is Legal Director for the Institute of Practitioners in Advertising (IPA), a professional body of practitioners in advertising and marketing communications based in the UK.