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Now offering level-headed advice on everyday questions encountered when designing and running promotional campaigns, Ad Law, the new book from the Institute of Practitioners in Advertising (IPA), is the ultimate handbook to the law and regulation of advertising and marketing communications. Containing guidance based on real-world experiences from media and advertising lawyers and the IPA legal team, this book expertly leads readers through the most applicable laws and regulations, common ...

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Described by Lord Smith, Chairman of the ASA as "not only useful but essential", Ad Law is a 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 in any media. Its editor is Richard Lindsay, Legal & Public Affairs Director at the IPA.

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Ensuring marketers and advertisers are aware of the laws and regulations of advertising is now more important than ever. If a campaign is found to be potentially offensive, harmful, or misleading, it can 'go viral' in just the click of a mouse, and the implications of breaching those laws are likely to be both damaging and costly to a brand's reputation, its creative work, and the strategic ...

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BASIC PRINCIPLES OF ENGLISH CONTRACT LAW INTRODUCTION This Guide is arranged in the following parts: I Formation of a Contract II Contents of a Contract III The end of a Contract I FORMATION OF A CONTRACT 1. A contract is an agreement giving rise to obligations which are enforced or recognised by law. 2.