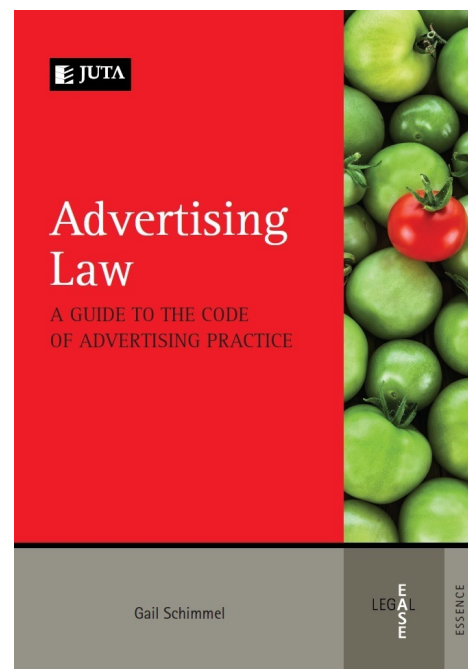


Advertising Law (eBook)

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About this Publication:

Advertising Law: A Guide to the Code of Advertising Practice is a practical guide to the Code and the practices of the Advertising Standards Authority (ASA).

The book explains the structure of the ASA and how the Code should be read, gives practical advice and provides useful case studies on specific clauses. Written in a clear and accessible style, *Advertising Law: A Guide to the Code of Advertising Practice* provides guidance to anyone dealing with the ASA and advertising content.

Contents Include:

- Introduction to advertising law
- The Advertising Standards Authority (ASA) and the Code of Advertising Practice
- Putting the ASA in its international context
- The ASA and the Constitution
- The Preface to the Code of Advertising Practice
- Self-regulation
- The structure of the ASA
- Reading the Code of Advertising Practice
- The ASA procedure
- Chapters providing a clear exposition of the Code of Advertising Practice (Sections I – IV and Appendices)

Of Interest and Benefit to:

- Counsel working in ASA matters
- Attorneys specialising in marketing law
- In-house legal advisors

- Students of advertising and advertising law