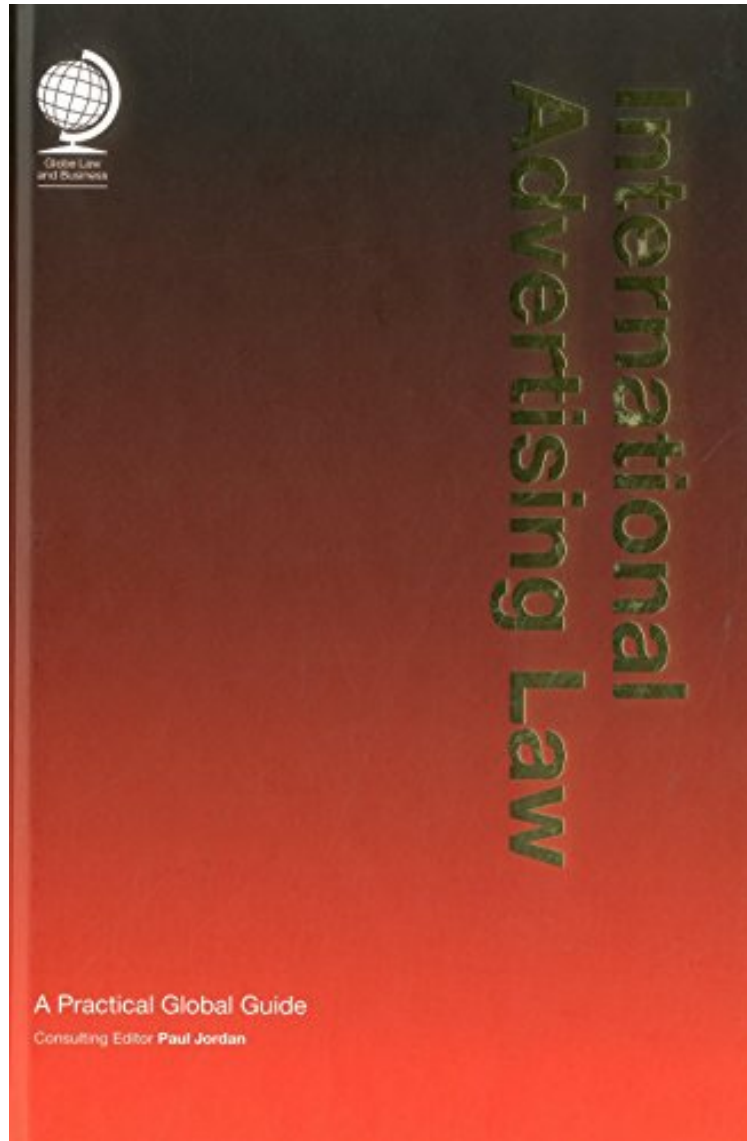


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Edited by Paul Jordan, partner and head of advertising at UK law firm Bristows, International Advertising Law

includes chapters from leading experts in over 30 jurisdictions. The book covers key areas of advertising law such as comparative advertising, sales promotions, ambush marketing, product placement, direct marketing and online behavioural advertising. The book also addresses the particular requirements in certain industries that are subject to specific advertising regulations (eg, gambling, alcohol, pharmaceuticals, financial products/services, food and tobacco).