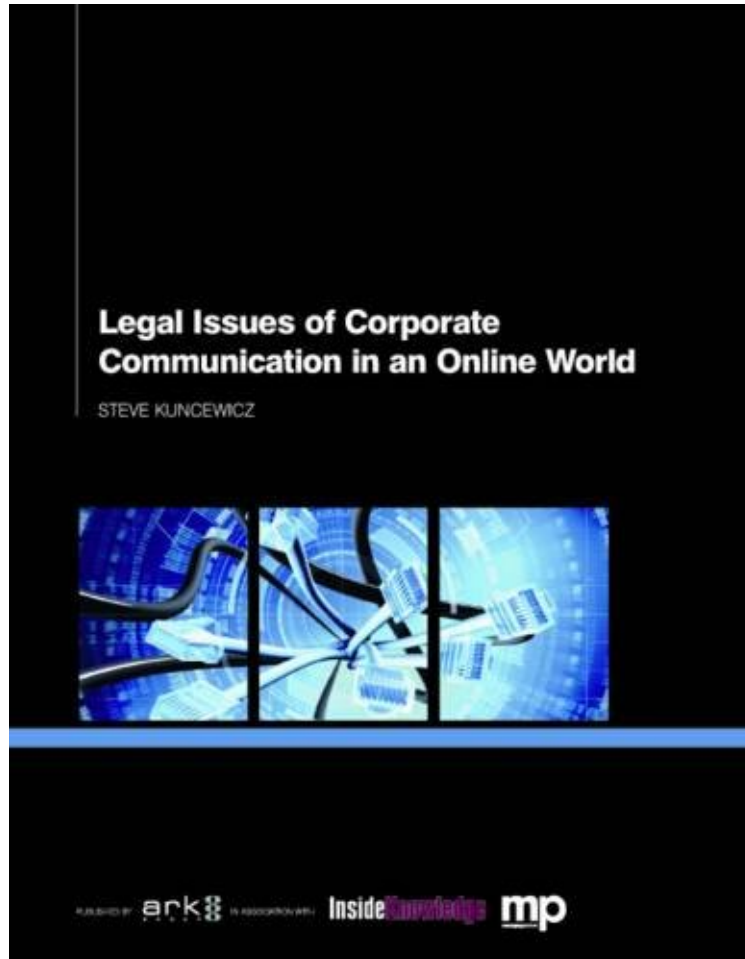


# Legal Issues of Corporate Communication in an Online World

*Steven Kunczewicz*

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**Steven Kunczewicz : Legal Issues of Corporate Communication in an Online World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Legal Issues of Corporate Communication in an Online World:

Legal Issues of Corporate Communication in an Online World is the highly anticipated second volume of Steven Kunczewicz's Legal Issues of Web2.0 and Social Media report. This critical handbook has been extensively revised and updated to include up-to-the-minute case law and guidance on the internal issues of employee e-mail, web and social media use as well as advertising and marketing online. Anyone who buys this book will gain a comprehensive understanding of how to protect his/her organisation from legal action resulting from the improper use of online communication. Adding Legal Issues of Corporate Communication in an Online World to your armoury of must-have reference books will enable you to: \* Understand the host of legal issues relating to use of online media within your

organisation, including: - Brands, reputation, defamation and libel; - Copyright, authorship, ownership and duration; - Privacy, data protection and confidentiality; - Criminal content - harassment, obscenity, incitement of racial hatred; - Improper use of public electronic communications networks; Content likely to give rise to contempt of court proceedings; and - Unfair commercial practices and malicious communications. \* Interpret long-standing laws in the context of online content/publications; \* Advise management and staff on the legal issues of social media, e-mail and internet use in a business context; \* Understand recent legal developments in areas such as advertising law, that companies may not realise touch them; \* Draft a customised social media usage policy for your organisation; and much more...Along with real life, practical examples of both previous and current court cases, the report provides vital insight into mishaps that have occurred and how organisations can successfully manage them to avoid legal action and protect their reputation. This 303 page handbook also features useful appendices including: An example IT and e-mail monitoring policy and an example communications and social media policy. In an era when news and gossip spread at the speed of light and your organisation's reputation can be destroyed at the click of a mouse, you simply cannot afford to leave such matters to chance.

About the Author Steve Kunczewicz is a solicitor in the Intellectual Property Media team at Gateley LLP in Manchester, handling mainly contentious matters for local, national and multinational businesses. Steve specialises in social media and is a leading commentator on the subject, having published his first book, *Legal Issues of Web 2.0 and Social Media*, in June 2010. He speaks regularly on the subject at national and international conferences and is regarded as one of the leading members of Manchester's 'Twitterati'. Steve is described by clients as "bringing tact, discretion and common sense to business dealings", "a one-off specialist in his field" with "a fairly unique understanding of IP Law [who] in particular - has been able to apply that to the online environment with great ease and foresight" and "a straight talking professional who knows his business as well as anyone." Steve is a regular media spokesperson and has given interviews to the local and national press on various IP and media-related legal issues to outlets such as BBC Breakfast, BBC Radio 2, Sky News, Granada TV, More4, BBC Radio Manchester, Century FM, Talk 107, CityTalk, Rock Radio, Kerrang Radio and LBC. Steve has appeared in the Law Society Gazette as 'Lawyer In The News' and has been featured in the Times, Financial Times, Daily Star, Mirror, Sun, Computer Weekly, Manchester Evening News, Liverpool Echo, Crain's Manchester Business, PR Week, Insider, EN Magazine, Credit Today, Information World, How-Do, Sky Movie News, UK Screen, Financial Director, TSG Life, Music and Copyright and Computer and Videogames. Steve is also heavily involved in business development, developing Web 2.0 and social media strategy, and won a commendation at the 2009 'Golden Twit' awards for best business-to-business use of Twitter. Steve is a board member of Pro-Manchester, Honorary Solicitor to the Manchester Publicity Association, a Council Member of Manchester Law Society and an Ambassador for Forever Manchester.