

Essential Law For Marketers

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Essential Law for Marketers covers all the key issues facing those working in the media. From making claims and statements, copyright, defamation, promotion and advertising, through to lobbying, cybermarketing and ambush marketing, it is an invaluable reference guide for anyone working within the sector.

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'Essential Law for Marketers' offers clear and concise explanations of the laws that impact on the practice of marketing, advertising, sponsorship, design and public relations, providing expert guidance on crucial issues for the busy practitioner. Each chapter in the book offers, in simple English, full analysis of the law on each subject, and illuminates it with numerous examples and cases ...

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Essential Law for Marketers was Book of the Month (February/March 2013) for the Chartered Institute of Marketing. Amazon purchasers: The law is a vital subject for marketers in many ways, including data protection, advertising standards, direct marketing (in its various forms) and social media and this excellent book gives the profession just ...

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Legitimate interests. GDPR FOR MARKETERS: THE ESSENTIALS 19COPYRIGHT: THE DMA (UK) LTD 2018. There are six equal legal grounds for processing personal data in the GDPR but marketers are most likely to use legitimate interests or consent. Depending on the context, a marketer may need to use the legal basis of consent.

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February 26, 2014, Essential Law for Marketers, Guru in a Bottle, Legal update, Marketing practice, Public Relations practice, Sales practice No comments. Sales and marketing practices of online retailers selling similar products and services of well-known brands will need to change after the High Court ruled that online giant Amazon can't use a Google Ad Word of soap and beauty brand Lush ...

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Essential Law for Marketers doesn't assume any prior knowledge and has been designed to make UK and EU laws and regulations accessible for marketers at all levels. Jargon-free and easy to follow, it's widely acknowledged by professional bodies and legal experts as a masterful digest of all the main legal principles that need to be understood by sales and marketing professionals working in Europe. Written by one of the world's leading experts of sales and marketing law, this updated second edition of Essential Law for Marketers helps steer the reader through the legal minefield and provides unique strategies for using the law as a sales and marketing weapon in order to achieve competitive advantage. It covers making agreements; making statements in sales and marketing; legal barriers to market entry; legal requirement for sales and marketing activities; direct marketing and direct selling; EU Privacy and Electronic Communications Regulations; sales and price promotions; prize promotions and incentives and sponsorship and hospitality.

'Essential Law for Marketers' offers clear and concise explanations of the laws that impact on the practice of marketing, advertising, sponsorship, design and public relations, providing expert guidance on crucial issues for the busy practitioner. Each chapter in the book offers, in simple English, full analysis of the law on each subject, and illuminates it with numerous examples and cases taken from current industry practice. It also offers helpful tips and suggestions for 'keeping it legal' without losing sight of the overall commercial objectives. Uniquely written from the practitioner's point of view, the text is structured to offer a complete and accessible picture of how the law can impinge on the job: * 'Point of law' offers clear legal definitions or shows the generic application of a legal point in a real life context * 'Law in action' outlines actual legal cases and their outcomes, with full referencing for the case available on the companion site * 'Insight' offers background information, providing a broader practical or commercial context for a legal topic * 'Checklist' at end of each chapter itemises the key issues to bear in mind

Essential Law for Marketers covers all the key issues facing those working in the media. From making claims and statements, copyright, defamation, promotion and advertising, through to lobbying, cybermarketing and ambush marketing, it is an invaluable reference guide for anyone working within the sector. It also functions as an excellent learning resource for all marketing students who need to appreciate the legal implications of industry practice.

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.

How to Avoid Legal Pitfalls on Social Media Social media is where your customers are--so it's where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, Social Media Law for Business reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to: Create a social media policy for your business * Recruit, hire, and fire through social media * Share content without getting sued * Blog and run contests * Draft disclosure requirements in digital advertising "Glen Gilmore stands alone as the authority on social media law. Social Media Law for Business should become a ready reference for business leaders and digital marketers." -- MARK SCHAEFER, bestselling author of Return on Influence "Required reading not only in the classroom, but also in the boardroom--and in any business where people care about getting social media marketing right." -- PETER METHOT, managing director of executive education at Rutgers Business School "A layperson's blueprint for minimizing the legal risks of social media marketing, while maximizing the opportunities for digital marketing success." -- AMY HOWELL, founder of Howell Marketing Strategies and coauthor of Women in High Gear

Best Practices in Law Firm Business Development and Marketing is a unique resource for law firm leaders, practicing attorneys, legal marketers, consultants, and educators who want to uncover the best marketing practices in the legal profession. Find out how the most successful law firm leaders are creating and developing firm cultures to encourage business development, and how smaller firms and single practitioners are executing on marketing plans to make an impact. This book uncovers the best practices in the wide arena of legal marketing and covers topics including: the most successful ways to create long-term relationships with clients how personalities, leadership, and collaboration contribute to a firm's culture and brand what characteristics management should look for when hiring a CMO how compensation, firm culture, training, and coaching can support and incentivize business development steps to take to build an individual reputation and brand, including the use of press, speaking engagements, and social media the essential approach to support women lawyers with business development -- including ideas on networking, mentorship versus sponsorship, and authenticity in marketing how new technologies are being applied to deliver better service, attract clients, and generate business the important role of legal operations, the procurement professional, and legal process outsourcing practical methods for evaluating AI solutions to business needs such as billing, e-discovery, and technology-assisted review Culled from scores of interviews with law firm leaders, chief marketing officers, and legal innovation visionaries, Best Practices provides actionable advice and real-world thinking. Each chapter is filled with information that can be scaled to apply to a single-person law practice as well as a large international law firm. In addition, the book features special "Think Pieces" from some of the nation's leading experts in legal marketing.

Ries and Trout share their rules for certain successes in the world of marketing. Combining a wide-ranging historical overview with a keen eye for the future, the authors bring to light 22 superlative tools and innovative techniques for the international marketplace.

In this lively, entertaining, and informative book, Dean K. Fueroghne guides readers through the complex laws governing the creation of advertising, illuminating a heavily regulated arena at the intersection of free enterprise and consumer protection. Is it acceptable to use images of real people, famous or not? Can Nike talk about Adidas in its promotional campaign? When can money be shown? What constitutes puffery, or deceptive truth, or bait-and-switch advertising? What are the specific rules pertaining to professional businesses, political advertising, or the marketing of alcohol or tobacco? What is the difference between copyright and trademark? Fueroghne answers these questions and more as he covers the complex laws relevant to advertising in all its guises. In addition to discussing specific cases, he explains the reasoning behind the court's decisions and how it affects the business of advertising. Students of strategic communication as well as advertising professionals—from agency account executives and copywriters to art directors and freelance designers—will learn to anticipate when proposed advertising may cause legal problems and how to avoid costly mistakes. Advertising lawyers will also appreciate the book as a handy reference that gathers in one place the many disparate laws affecting marketing and promotion in the United States today.

A less-expensive grayscale paperback version is available. Search for ISBN 9781680923018. Business Law I Essentials is a brief introductory textbook designed to meet the scope and sequence requirements of courses on Business Law or the Legal Environment of Business. The concepts are presented in a streamlined manner, and cover the key concepts necessary to establish a strong foundation in the subject. The textbook follows a traditional approach to the study of business law. Each chapter contains learning objectives, explanatory narrative and concepts, references for further reading, and end-of-chapter questions. Business Law I Essentials may need to be supplemented with additional content, cases, or related materials, and is offered as a foundational resource that focuses on the baseline concepts, issues, and approaches.

Read Book Essential Law For Marketers

Marketers should be aware that there is a large amount of regulation and legislation and that ignorance of the law is not an excuse. However, many marketers feel very unsure how the various rules and regulations affect them. This handbook examines the key issues that affect marketers in marketing communications, including both traditional media such as advertisements and social media. Written by a marketer, rather than a lawyer, this handbook is designed to give practical guidance on all the necessary aspects. Legal language is very precise, and hence complicated; this handbook uses colloquial language for clarity. Each chapter includes clear summaries, examples and flow diagrams to help marketers understand how to comply.

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