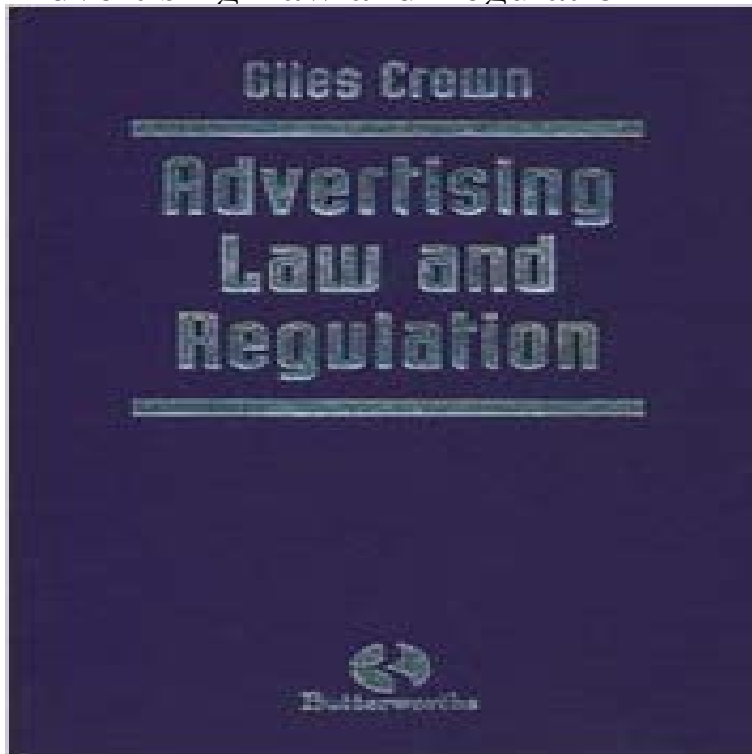


Advertising Law and Regulation



This invaluable guide focuses specifically on advertising law and the myriad rules controlling the advertising industry. It covers all aspects of the law as it affects advertising, from European legislation and copyright law to libel and obscenity laws. It clearly explains the laws, statutes and self-regulatory codes that govern advertising and there are sections given to the specific issues affecting television, radio and cinema. The new edition is due in 2007.

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