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Please Be Ad-vised: The Legal Reference Guide for the Advertising Executive

Douglas J. Wood

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Most advertising and marketing executives cannot claim a mastery of advertising and marketing law; yet it is an area we deal in almost every day. Please Be Ad-Vised is considered the industry's legal reference guide for advertising and marketing professionals. It is a comprehensive and practical tool for avoiding legal blunders. In addition to summaries of dozens of legal issues, the book provides sample legal forms for everything from ownership and protection of creative work to agency-client relationships. Please Be Ad-Vised is divided into two sections: The Creative Side of Advertising which covers topics from Ownership to Handling Unsolicited Ideas, and The Business Side of Advertising and discusses the Relationship Between the Advertising Agency and its Client to Mergers, Shareholders, and Partners. Special Bonus: This new edition also includes a disk with over 20 contracts discussed in the book covering everything from Advertiser/Agency contracts to Web site development agreements to television production contracts. Other topics included are copyright and trademark infringement, working with production companies, contracts and employment agreements, rules of comparative advertising, government regulation, talent unions and negotiating with employees.

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