

ADVERTISING LAW



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Advertising Law

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MACDONALD AND EVANS

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Estover, Plymouth PL6 7PZ

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Preface

I believe I commit no offence when I say that this book is the most exhaustive study yet attempted of advertising law in the United Kingdom. I have endeavoured to set out all those rules and regulations which in some form or other affect (some might say impose a straight-jacket upon) the advertising industry. The treatment of subjects is also, I believe, novel. Where other books in this field have tended to provide chapters headed "tort", "defamation" and the like, I have preferred a classification which advertisers and agencies will, I hope, find more helpful. Not every agency will know that the problem facing it may involve the law of tort.

As I have just inferred, this is a book written principally with advertisers and advertising agencies in mind. Yet its utility, I trust, will be greater than this. Students of advertising law and marketing, which is now increasingly taught in colleges, polytechnics and universities, will find that they have been kept very much in consideration. In particular, I hope that much value will be found by those taking examinations set by the Institute of Marketing and the Institute of Purchasing and Supply and by those studying for the Diploma in Trading Standards and the Diploma in Consumer Affairs, each under the aegis of the Institute of Trading Standards Administration. Indeed, in writing this book, I have kept the officers of the local trading standards departments very much in mind, since they are in the forefront of much of the legislation discussed herein.

I wish to place on record my gratitude to my typist, Daphne McGinley, who laboured intensely and effectively over a very muddled manuscript.

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July 1978

To Marilyn, my real love

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