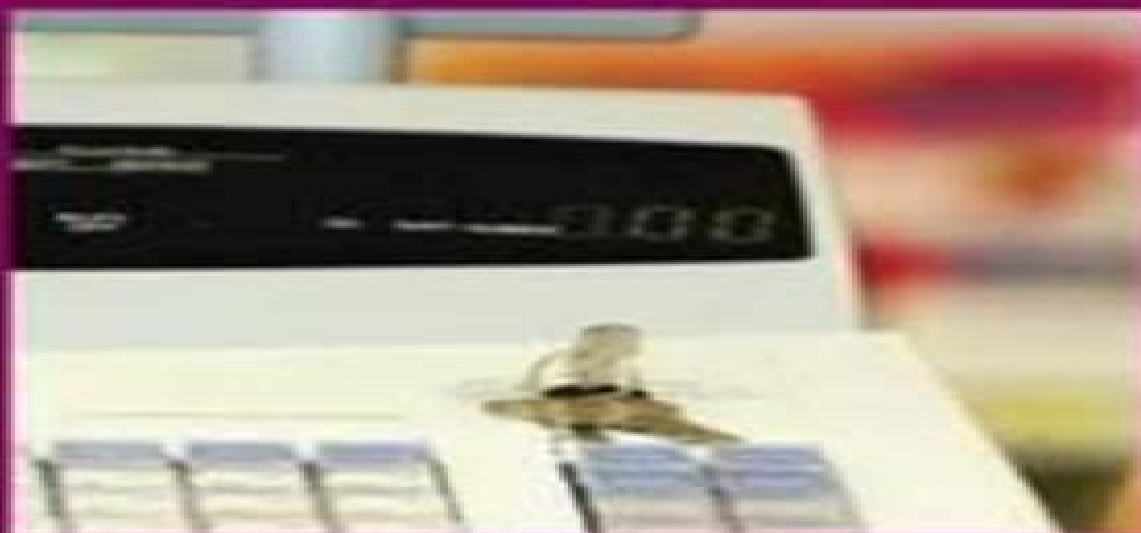


Sales Promotion and Direct Marketing Law: A Practical Guide



Fifth Edition

Philip Curren

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Sales Promotion And Direct Marketing Law

Ying-Ying Zheng



Sales Promotion And Direct Marketing Law:

Sales Promotion and Direct Marketing Law Philip Circus,1998 **Harmonisation of EU Marketing Law** Anne-Dorte Bruun Nielsen,2002 Towards a European Unfair Competition Law Rogier W. De Vrey,2006 The main aim of this book is to discuss the state of unfair competition law in the European Union In this respect the various efforts that have been made in the past to come to harmonization of this area of law and the reasons that they were only partially successful are reviewed In addition the International and European regulations that refer to unfair competition like e g the Paris Convention the TRIPs and the recent 2004 Unfair Commercial Practices Directive are discussed Also an overview is given of the unfair competition laws in the United Kingdom Germany and the Netherlands with respect to the problem areas of slavish imitation misleading advertising denigrating one s competitor trade secrets and finally misappropriation of valuable trade assets Unfair competition law is traditionally considered part of intellectual property law Not only the relation of unfair competition law to intellectual property laws are therefore part of the discussion but also the areas of consumer protection law since unfair competition law is partly orientated towards consumer protection and competition as an economic concept is the topic of thorough review *Promotional Marketing Law* Philip Circus,2011-02-28 Promotional Marketing Law A Practical Guide previously titled Sales Promotion and Direct Marketing Law A Practical Guide offers comprehensive advice on the law relating to sales promotion This book highlights key developments and helps you to avoid possible legal pitfalls and offers straightforward no nonsense advice It uses a question and answer format for quick reference saving you valuable time Covering questions regularly raised by sales promotion and marketing professionals this book is based on many years of practical experience on the part of the author **The Marketing Book** Michael Baker,2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing Sales Promotion Roddy Mullin,Julian Cummins,2008 Sales promotion is one of the most powerful weapons available to your sales and marketing teams and is used more than any other type of marketing because it works Annual research shows that 60 per cent of consumers participate in some form of sales promotion each month Packed with practical examples as well as updated and new case studies Sales Promotion details the tried and tested methods companies use to stay ahead of

the competition revealing the winning offers that gain new customers and keep existing ones happy Sales Promotion includes new developments in the field exploring the use of new media such as SMS MMS interactive TV and web based advertising It also considers the effects of the 2005 Gambling Act and each chapter features a new interactive self study question and feedback section Sales Promotion is a core text of the ISP diploma and the author has utilized graduate feedback to make the fourth edition relevant to students whilst preserving its status as a potent tool for sales and marketing professionals Whether your company is a small start up or an international business Sales Promotion can help you to get ahead and stay ahead of your competitors Topics covered include the purpose of sales promotion what sales promotion can do for you how to use different techniques including joint promotions price promotions and off the shelf promotions how to implement an integrated market strategy maintaining a crucial creative edge the best ways to use suppliers researching and evaluating your promotion

Sales Promotion Julian Cummins, Roddy Mullin, 2002 This book spells out the tried and tested methods that companies use to stay ahead in the sales promotion race It details the offers that win new customers and keep existing ones buying This book amounts to a DIY sales promotion kit

Unfair Competition Law Frauke Henning-Bodewig, 2006-01-01 The book delineates with extraordinary clarity and precision the working of unfair competition law throughout the European Union Its four comprehensive chapters encompass basic considerations of definition subject matter enforcement and applicable law international provisions under the Paris convention TRIPS and WIPO model law analysis of relevant EC directives and regulations and ECJ jurisprudence and extensive discussions of the national unfair competition laws of all 25 Member States For each Member State specific topics covered include such considerations as the following sources of law competition law in a nutshell regulation of advertising direct marketing sales promotion risk of confusion disparagement defamation misappropriation imitation impediment of competitors and breach of the law The author also provides a selected bibliography of sources for each country It would be difficult to find a more useful analysis of European Unfair Competition Law than this systematic study It is practical thorough clarifying and readable all at the same time The author untangles the most complex of apparent contradictions with impressive skill Copies of this book will quickly take their places on the working shelves of interested practitioners academics and officials throughout Europe

Essential Law for Marketers Ardi Kolah, 2013-01-03 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 **Ad Law** Richard Lindsay, 2016-09-03 Ensuring marketers and advertisers are aware of the laws and regulations of advertising is now more important than ever If a campaign is found to be potentially offensive harmful or misleading it can go viral in just the click of a mouse and the implications of breaching those laws are likely to be both damaging and costly to a brand's reputation its creative work and the strategic planning behind it Now offering level headed advice on everyday questions encountered when designing and running promotional campaigns Ad Law the new book from the Institute of Practitioners in Advertising IPA is the ultimate handbook to the law and regulation of advertising and marketing communications Containing guidance based on real world experiences from media and advertising lawyers and the IPA legal team this book expertly leads readers through the most applicable laws and regulations common pitfalls and the practicalities behind them such as the new industry standard client agency agreement Covering issues such as intellectual property privacy and defamation plus the self regulatory framework Ad Law is the ideal companion for any advertising and marketing professional or lawyer working within these sectors

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