



# **Please Be Ad-Vised an ANA Legal Reference Guide for the Advertising Executive**

*Douglas J. Wood*

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# Please Be Ad-Vised an ANA Legal Reference Guide for the Advertising Executive

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**Please Be Ad-Vised an ANA Legal Reference Guide for the Advertising Executive** Douglas J. Wood

The book covers a myriad of areas faced by the advertising industry: Who owns the material created by ad agencies? How does copyright and trademark law affect the creative process? What state and federal regulators are watching and attacking advertising practices? When can companies challenge their competitors' advertising? Why do you need to be aware of the unions that represent actors who appear in commercials? Where are we headed in social media? What key terms should appear in agreements between advertisers and advertising agencies? Forms, checklists and warnings. CD included with sample forms.

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