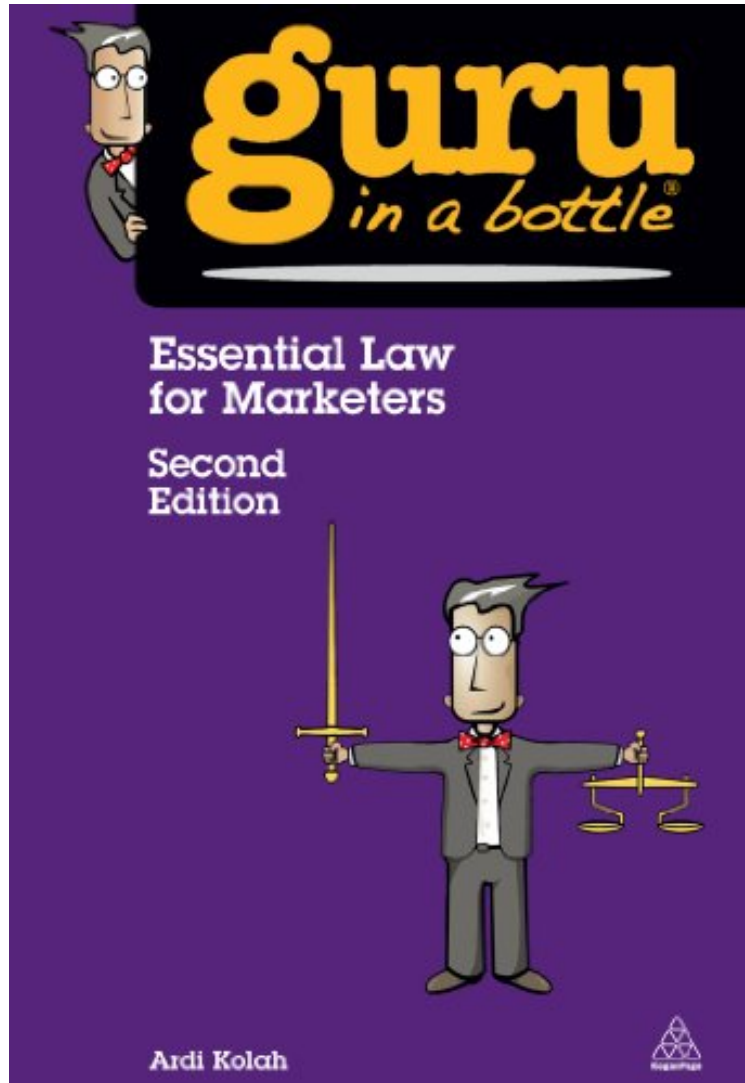


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Essential Law for Marketers (Guru in a Bottle)

Ardi Kolah

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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 requirements 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.

"The second edition of this leading work on the subject makes an extremely valuable contribution to understanding how the law establishes the framework within which marketers must operate but can also provide a source of competitive advantage. An outstanding and well researched resource delivered in a highly accessible way." --Sir Paul
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"This book really is 'essential' if you are in the market ...because if you are not aware of the legal framework that impacts sales and marketing practice you'll be at a massive disadvantage."--Jonathan Coad, Partner, Lewis Silkin
Ideal for anyone involved in sales and marketing