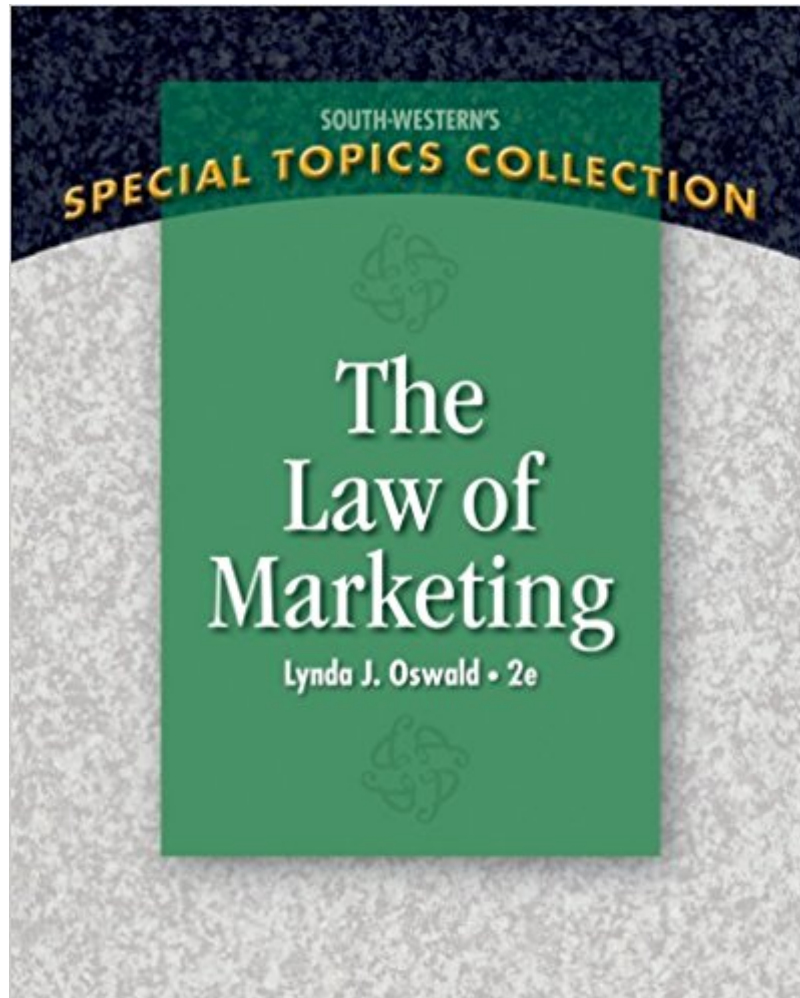




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The Law Of Marketing (Special Topics Collection)



Synopsis

Experienced marketing managers know that the law affects marketing activities in a variety of ways. Lynda Oswald's THE LAW OF MARKETING traces a product's life cycle - from development to distribution to promotion to sale - and addresses the particular marketing principles and legal issues associated with each stage. Current business examples stress the relevance of these concepts to the everyday business world while legal cases are included to spark discussion and encourage critical thinking. THE LAW OF MARKETING is designed help you become a successful manger who knows how to avoid legal problems and make informed decisions.

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Customer Reviews

Lynda J. Oswald is a Professor of Business Law at the University of Michigan Business School. She is also a Research Fellow of the William Davidson Institute She received her A.B., M.B.A., and J.D. degrees from the University of Michigan. While at the Michigan Law School, she served on the editorial board of the Michigan Law Review. She clerked for the Honorable Cornelia G. Kennedy of the U.S. Court of Appeals for the Sixth Circuit before joining the faculty of the Michigan Business School in 1988. Professor Oswald has taught at the University of Florida Law School and the University of Michigan Law School. She was a visiting scholar at China University of Political Science and Law in Beijing and at L'viv State University in L'viv, Ukraine. Professor Oswald has served as a staff editor and a special editor of the American Business Law Journal and as a special editor of the Journal of Legal Studies Education. She is currently the Contributing Editor of

Environmental Law for the Real Estate Law Journal. Professor Oswald has received numerous awards for her research, including the Holmes-Cardozo Award for Research Excellence from the American Business Law Journal. Her work has been cited by several courts, including the U.S. Supreme Court in its 1998 decision in *United States v. Bestfoods*. Her research focuses on intellectual and real property law issues.

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Just what I needed at a fraction of the new sticker price! Got the book a few days before I needed it for the class. Very good book for marketing majors to understand the laws of marketing.

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