



Please Be Ad-vised

Douglas J. Wood

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In the sixth edition of Please Be Ad-Vised, Douglas Wood explains why every advertising executive needs to care about the law. Mr. Wood has written an easy-to-read, practical legal guide on advertising law. Part One covers the creative side of advertising, while Part Two is an in-depth text on the business side of advertising. There are sample forms for everything from agency/advertiser contracts to website development agreements to television production contracts. In addition to the many forms, Mr. Wood has included strategies, guidelines, and checklists that will be helpful. In Please Be Ad-Vised, Mr. Wood gives advertising executives the knowledge and know-how they need—and points out countless legal landmines along the way. The book covers a myriad of areas faced by the advertising industry:

- Who owns the materials 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?

Mr. Wood covers all this and more. Where are we headed in social media? What key terms should appear in agreements between advertisers and advertising agencies? You'll be surprised at how complicated the answer to those questions can be. Who should read this book? Certainly CEOs, creative directors, and CFOs will find it an important reference tool in managing their company's advertising and business activities. In addition, this book provides hands-on guidance to the brand manager, account executive, media planner, copy- writer, producer, human resource manager, and business affairs manager. Those who teach or study advertising and marketing will find it a valuable resource, as it is packed with examples of common problems and their practical solutions. In short, it should be read by anyone involved in the day-to- day business of advertising.

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