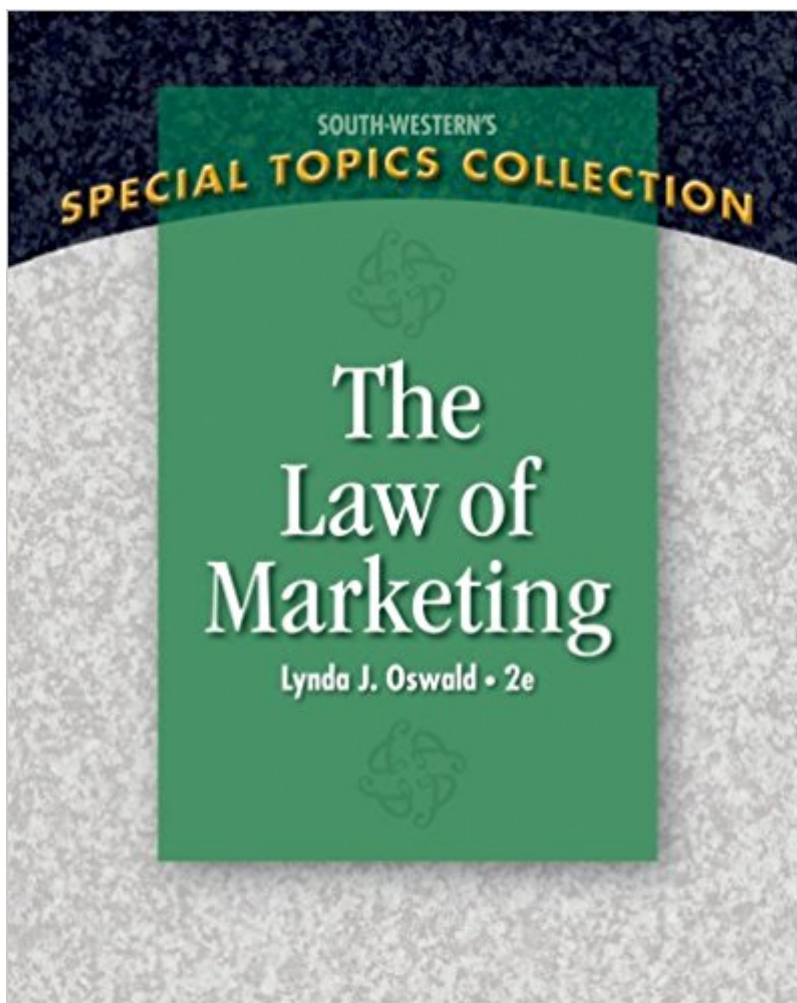


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The Law Of Marketing (Special Topics Collection)



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 manager who knows how to avoid legal problems and make informed decisions.

Book Information

Series: Special Topics Collection

Paperback: 448 pages

Publisher: South-Western College/West; 2 edition (January 20, 2010)

Language: English

ISBN-10: 1439079242

ISBN-13: 978-1439079249

Product Dimensions: 0.8 x 8 x 10.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #287,357 in Books (See Top 100 in Books) #172 in Books > Textbooks > Business & Finance > Business Law #232 in Books > Law > Business > Franchising #3197 in Books > Textbooks > Law

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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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