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Advertising and Public Relations Law (Routledge Communication Series)

Roy L. Moore, Carmen Maye, Erik L. Collins

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Addressing a critical need, *Advertising and Public Relations Law* explores the issues and ideas that affect the regulation of advertising and public relations speech. Coverage includes the categorization of different kinds of speech afforded varying levels of First Amendment protection; court-created tests for laws and regulations of speech; and non content-based restrictions on speech and expression.

Features of this second edition include:

- overviews and synopses for each chapter
- extended excerpts from major court decisions
- appendices providing a chart of the judicial system, a summary of the judicial process, an overview of alternative dispute resolution mechanisms, and the professional codes for media industry and business associations
- online materials for instructors.

The volume is intended for upper-level undergraduate and graduate students in media, advertising and public relations law or regulation courses. It also serves as an essential reference for advertising and public relations practitioners.

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