

Ad Law: The Essential Guide To Advertising Law And Regulation

Offers one hundred rules that every first year law student should live by "Dear Law Student: Here's the truth. You belong here." Law professor Andrew Ferguson and former student Jonathan Yusef Newton open with this statement of reassurance in The Law of Law School. As all former law students and current lawyers can attest, law school is disorienting, overwhelming, and difficult. Unlike other educational institutions, law school is not set up simply to teach a subject. Instead, the first year of law

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school is set up to teach a skill set and way of thinking, which you then apply to do the work of lawyering. What most first-year students don't realize is that law school has a code, an unwritten rulebook of decisions and traditions that must be understood in order to succeed. The Law of Law School endeavors to distill this common wisdom into one hundred easily digestible rules. From self-care tips such as "Remove the Drama," to studying tricks like "Prepare for Class like an Appellate Argument," topics on exams, classroom expectations, outlining, case briefing, professors, and mental health are all broken down into the rules that form the hidden law of law school. If you don't have a network of lawyers

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in your family and are unsure of what to expect, Ferguson and Newton offer a forthright guide to navigating the expectations, challenges, and secrets to first-year success. Jonathan Newton was himself such a non-traditional student and now shares his story as a pathway to a meaningful and positive law school experience. This book is perfect for the soon-to-be law school student or the current 1L and speaks to the growing number of first-generation law students in America.

Written by two internationally respected authors, this unique primer distills the environmental law and policy of the United States into a practical guide for a nonlegal

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audience, as well as for lawyers trained in other regions. The first part of the book explains the basics of the American legal system: key actors, types of laws, and overarching legal strategies for environmental management. The second part delves into specific environmental issues (pollution, ecosystem management, and climate change) and how American law addresses each. Chapters include summaries of key concepts, discussion questions, and a glossary of terms, as well as informative "spotlights"--brief overviews of topics. With a highly accessible structure and useful illustrative features, *A Guide to U.S. Environmental Law* is a long-overdue synthetic reference on environmental

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law for students and for those who work in environmental policy or environmental science. Pairing this book with its companion, *A Guide to EU Environmental Law*, allows for a comparative look at how two of the most important jurisdictions in the world deal with key environmental problems.

Winner of two 1997 AJN Book of the Year awards in its previous edition, this comprehensive and readable text addresses questions regarding the law and legal/ethical issues affecting nurses. It explains what the law is, how the law works, and how it applies to nursing practice. It provides the knowledge needed to respond appropriately to a broad range of situations. Updated ethics chapter

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covering traditional and contemporary perspectives on bioethics, including the ethics of care and institutional ethics Presents and analyses key cases in a unique annotated format to show how law has been applied to particular health care situations. Each chapter begins with Key Principles and ends with Summary of Principles and Applications to facilitate comprehension and review The unique Ethics Connection feature integrates ethical issues throughout the text and addresses major topics of current interest, including violence against nurses, short staffing, impaired nursing staff and more Expanded content on quality assessment, managed care, assisted suicide, and community health nursing areas

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A broad introduction to the changing roles of intellectual property within society Intellectual property is one of the most confusing--and widely used--dimensions of the law. By granting exclusive rights to publish, manufacture, copy, or distribute information and technology, IP laws shape our cultures, our industries, and our politics in countless ways, with consequences for everyone, including artists, inventors, entrepreneurs, and citizens at large. In this engaging, accessible study, Aram Sinnreich uncovers what's behind current debates and what the future holds for copyrights, patents, and trademarks.

A Guide to Understanding Mass Communication Law
An Essential Guide to the Law

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Surviving Law School (and Beyond...)

A Guide to Federal Agency Rulemaking

Cases & Materials, 5th Edition

Ad Law

Mastering Legal Matters: Your Essential Guide to

Personal Injury Claims in Texas

This guide to surviving and thriving (aka "surthriving") in law school--and beyond--is filled with unique insights from a former BigLaw associate (and current in-house counsel) as well as accomplished guest contributors who offer actionable tools, candid advice, and helpful strategies that

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law students and all legal professionals can start using today to immediately achieve more happiness, success and well-being in law (and life).

Shines a light on the ways in which civil procedure may privilege—or silence—voices in our justice system In today's increasingly hostile political and cultural climate, law schools throughout the country are urgently seeking effective tools to address embedded inequality in the United States legal system. A Guide to Civil Procedure aims to serve as one such tool by centering questions of

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systemic injustice in the teaching, learning, and practice of civil procedure. Featuring an outstanding group of diverse scholars, the contributors illustrate how law school curriculums often ignore issues such as race, gender, disability, class, immigration status, and sexual orientation. Too often, students view the #MeToo movement, Black Lives Matter, immigration/citizenship controversy, or LGBTQ+ issues as mere footnotes to their legal education, often leading to the marginalization of many students and the production of graduates

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that do not view issues of systemic injustice as central to their profession. A Guide to Civil Procedure reveals how procedure is, and always has been, a central pressure point in the struggle to eradicate structural inequality and oppression through the courts. This book will give students and scholars alike a more complex view of their roles as attorneys, sharpen their litigation skills, and provide a stronger sense of community and purpose in the law school classroom.

A concise but thorough resource, the guide

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provides a time-saving reference for the latest case law, and the most recent legislation affecting rulemaking.

A Guide to Landlord and Tenant Law

provides a strong foundation in commercial landlord and tenant, and housing law. The book is designed to provide a complete course text for both undergraduate and postgraduate students from surveying and real estate management backgrounds. This clear and accessible textbook aims to introduce the reader to the fundamentals of both residential and commercial landlord

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and tenant law by considering the nature of the tenancy and the relationship between the parties. It examines the main elements of the commercial lease including rent, repair, alienation, termination and statutory renewal. The main types of residential tenancy are also considered including: assured and assured shorthold tenancies, secure and Rent Act tenancies and long leasehold enfranchisement. The book aims to familiarise the reader with the contractual documentation as well as the common law and statutory codes which form

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the basis of landlord and tenant transactions. It contains useful features such as: extracts from the Model Commercial Lease key case summaries, a glossary and chapter summaries further reading lists In addition, students on the Legal Practice Course and Bar Professional Training Course will find this to be a useful supplementary resource as will professional surveyors and lawyers looking for a refresher on the latest landlord and tenant law.

Proven Tools and Techniques

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Special Education and the Law

A Guide to Veterans Disability Benefits

Media Law

Advertising & Marketing Law

The Essential Guide to the Business & Law of Esports & Professional Video Gaming

The Essential Guide to the Best (and Worst) Legal Sites on the Web

In this book, Army veteran and attorney John S. Berry maps a road toward successful VA disability claim appeals by guiding readers step-by-step through the three most common battles veterans fight with the VA. You earned your VA benefits, but you might have to

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fight for them. If you become discouraged and fail to appeal, it may be more difficult for you to win your disability claims in the future. The time to act is now. Divorce guidance you can count on Divorce is never easy, but with the information in Nolo's Essential Guide to Divorce, you can make the process as simple, inexpensive, and conflict-free as possible. With compassion and expertise, family law attorney Emily Duskow explains how to make divorce less painful by helping you: minimize day-to-day conflict with your spouse work with lawyers or mediators without breaking the bank avoid costly, exhausting court battles, and stay calm and make good decisions. You'll

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learn about your legal rights and options for resolving tough divorce-related issues, including: child support and custody alimony property division, and drafting a marital settlement agreement. The 8th edition is completely updated with the latest state rules on divorce, such as property division and grounds for divorce.

The Essential Guide to Copyright Law for Churches is an easy-to-use reference for all the copyright issues churches encounter in the course of their weekly activities. From photocopying sheet music to posting Internet content, church attorney, Richard Hammar, explains how to avoid copyright infringement, as well

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as how to protect the copyrighted works of ministers and staff. --from publisher description

Transgender people have unique needs and vulnerabilities in the family law context. Any family law attorney engaged in representing transgender clients must know the ins and outs of this rapidly developing area of law. *Transgender Family Law: A Guide to Effective Advocacy* is the first book to comprehensively address legal issues facing transgender people in the family law context and provide practitioners the tools to effectively represent transgender clients. The chapters address a broad range of topics, including: Culturally Competent Representation, Recognition of

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Name and Sex, Relationship Recognition and Protections, Protecting Parental Rights, Relationship Dissolution, Parental Rights after Relationship Dissolution, Custody Disputes Involving Transgender Children, Protections for Transgender Youth, Intimate Partner Violence, Estate Planning and Elder Law.

Written by attorneys with expertise in both family law and advocacy for transgender clients, including: Kylar W. Broadus, Patience Crozier, Benjamin L. Jerner, Michelle B. LaPointe, Jennifer L. Levi, Morgan Lynn, Shannon Price Minter, Elizabeth E. Monnin-Browder, Zack M. Paakkonen, Terra Slavin, Wayne A. Thomas Jr., Deborah H. Wald, and Janson Wu, Transgender Family

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Law is a must-have, practical guide for attorneys interested in becoming effective advocates for their clients. It is also a valuable resource to consult for any transgender person who is forming, expanding, or dissolving a family relationship.

Integrating Critical Legal Perspectives

Wear Clean Underwear!

School Law for Everyone

Nolo's Essential Guide to Child Custody and Support

A Guide to Legal and Ethical Practice

The Lawyer's Essential Guide to Writing

2nd Edition

This comprehensive resource helps lawyers and non-lawyers

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know which legal web sites are worth their time, which aren't, and why. Organized into more than 30 specific areas of legal expertise, it includes information about web sites on administrative law, bankruptcy, consumer protection, estate planning, immigration, intellectual property, Internet law, job listings, legal news, public records, and real estate. Each site is reviewed and assigned a rating of up to five stars, creating an invaluable research tool for lawyers, law librarians, paralegals, and anyone interested in legal resources on the web. This replaces 0970597037. "

This comprehensive yet concise textbook is the first to provide a focused, subject specific guide to planning practice and law. Giving students essential background and contextual information to planning's statutory basis, the

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information is supported by practical and applied discussion to help students understand planning in the real world. The book is written in an accessible style, enabling students with little or no planning law knowledge to engage in the subject and develop the necessary level of understanding required for both professionally accredited and non-accredited courses in built environment subjects. The book will be of value to students on a range of built environment courses, particularly urban planning, architecture, environmental management and property-related programmes, as well as law and practice-orientated modules.

Those lawyers lacking marketing expertise and operating with modest funds can find the help they need in this practical guide book. It provides a comprehensive overview of each

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element of marketing communications from advertising and branding to social media and websites. This second edition also features a new chapter covering GDPR.

Market manipulation comes in many forms. For a wrong that some say started life with groups of men dressed in Bourbon uniforms spreading false information in cod French accents, the speed of change has accelerated dramatically in the modern era, via the Internet, novel forms of electronic communication, ultra-fast computer-generated trading, new types of financial instruments, and increased globalisation. This means that opportunities for carrying-out new forms of manipulation now exist on an exponential scale. Looks at the mechanisms, criminal and civil, to confront market manipulation, its enforcement regimes, legal and evidential

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rules and potential loopholes. Shows how every individual involved in market transactions can fall foul of the law if they do not ensure integrity in their dealings. The 'tricks' used by those seeking to benefit from this special category of fraud and the relationship of dedicated provisions to the general law is outlined, with key statutory provisions set out in an appendix. A valuable accompaniment to *The Little Book of Insider Dealing* (Waterside Press, 2018). An invaluable pocket guide and law primer. An essential guide for investors. With practical examples and decided cases. An up-to-date treatment of a fast-moving topic. Describes both criminal and regulatory regimes. Contents include Forms of Market Manipulation; Suspicion, Identification, Detection and Investigation; Obligations and Enforcement; Criminal

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Offences, Defences and Punishment; Regulatory Provisions and Penalties; Evidence; Acronyms; Select Bibliography; Key Statutory Provisions and Index.

Law & Advertising

A Guide to Oral History and the Law

The Essential Guide to Handling Workplace Harassment & Discrimination

A Handbook for HR Professionals, Managers, Businesses, and Organizations

Law School

The Law of Law School

Selling Your House

Provides practical advice for parents on

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protecting their children and assets, including three stories that explain the legal processes associated with guardianship, documentation, trustees, and other related topics.

In this lively, entertaining, and informative book, Dean K. Fueroghne guides readers through the complex laws governing the creation of advertising, illuminating a heavily regulated arena at the intersection of free enterprise and consumer protection. Is it acceptable to use images of real people, famous or not? Can Nike talk about Adidas in its promotional campaign?

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When can money be shown? What constitutes puffery, or deceptive truth, or bait-and-switch advertising? What are the specific rules pertaining to professional businesses, political advertising, or the marketing of alcohol or tobacco? What is the difference between copyright and trademark? Fieroghe answers these questions and more as he covers the complex laws relevant to advertising in all its guises. In addition to discussing specific cases, he explains the reasoning behind the court's decisions and how it affects the business of

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advertising. Students of strategic communication as well as advertising professionals—from agency account executives and copywriters to art directors and freelance designers—will learn to anticipate when proposed advertising may cause legal problems and how to avoid costly mistakes. Advertising lawyers will also appreciate the book as a handy reference that gathers in one place the many disparate laws affecting marketing and promotion in the United States today.

The decision to go to law school is not one to be

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taken lightly. This guide to law school contains all the information necessary to make a well-informed decision at each stage of the process. A comprehensive guide to the complex United States immigration system, ABA Fundamentals' Immigration Law: A Guide to Laws and Regulations is the essential book for lawyers working in the immigration field, people applying for immigration benefits, students studying U.S. immigration laws, corporate counselors, police officers, and community groups.

Israeli Business Law

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An Essential Guide

A Guide to Civil Procedure

The Essential Guide to Advertising Law and Regulation

The Essential Guide to Federal Employment Laws

A Guide to Principles and Applications

A Guide to Current Legal Issues

According to the Oral History Association, the term oral history refers to "a method of recording and preserving oral testimony" which results in a verbal document that is

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"made available in different forms to other users, researchers, and the public."

Ordinarily such an academic process would seem to be far removed from legal challenges. Unfortunately this is not the case. While the field has not become a legal minefield, given its tremendous growth and increasing focus on contemporary topics, more legal troubles could well lie ahead if sound procedures are not put in place and periodically revisited. A Guide to Oral History and the Law is the definitive resource for all oral history practitioners. In clear, accessible language it thoroughly explains all of the major legal

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issues including legal release agreements, the protection of restricted interviews, the privacy torts (including defamation), copyright, the impact of the Internet, and the role of Institutional Review Boards (IRBs). The author accomplishes this by examining the most relevant court cases and citing examples of policies and procedures that oral history programs have used to avoid legal difficulties. Neuenschwander's central focus throughout the book is on prevention rather than litigation. He underscores this approach by strongly emphasizing how close adherence to the Oral History Association's

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Principles and Best Practices provides the best foundation for developing sound legal policies. The book also provides more than a dozen sample legal release agreements that are applicable to a wide variety of situations. This volume is an essential one for all oral historians regardless of their interviewing focus.

Quick answers to questions about 20 Key Employment Laws This book explains, in plain English, the 20 most important federal employment laws that come up in the workplace. You can look up what each law allows and prohibits, which businesses must

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comply, and how to fulfill record-keeping, posting, and reporting requirements. Each chapter covers one law, including: Americans with Disabilities Act Age Discrimination in Employment Act Fair Labor Standards Act Family and Medical Leave Act Immigration Reform and Control Act Fair Credit Reporting Act Pregnancy Discrimination Act Equal Pay Act Title VII of the Civil Rights Act of 1964 Older Workers Benefit Protection Act, and Uniformed Services Employment and Reemployment Rights Act. The 6th edition is updated to reflect the latest Supreme Court cases, government regulations, and state

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laws. Every employer and HR professional should keep it close at hand.

This guide is designed to give the average person a solid foundation in consumer defense law. Armed with the knowledge in this guide, it is possible to make informed choices designed to achieve your short and long-term financial goals. - - p. [4] of cover.

This is a casebook on advertising and marketing law. While we've done our best to make the hard copy version of the book useful to you, the hard copy is missing some key features, such as an index and color images. Therefore, if you would like a PDF version of

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the book to complement your hard copy version, just email a copy of your purchase receipt for the hard copy to Professor Goldman (egoldman@gmail.com) and he will email you a PDF at no extra cost.

Essential Guide to Copyright Law for Churches

The Luxury of the Informed

An Essential Guide to Surviving and Thriving on Your Legal (and Life) Journey

Christian Ethics

Nurses and the Law

Consumer Defense: a Tactical Guide to Foreclosure, Bankruptcy, and Creditor Harassment

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A Practical Guide to Marketing for Lawyers

Custody and Support: Get the Answers You Need When you're getting divorced, you can make a tough time easier for yourself and your children if you work with the other parent to agree on a custody plan and child support. If you can't resolve these issues, you'll have to head to court and ask a judge to decide for you. Either way, Nolo's Essential Guide to Child Custody & Support can help. You'll learn: how negotiation and mediation can keep costs down and improve future dealings with your ex where to find your state's child support guidelines how judges make custody decisions how to enforce and change custody and support orders how court trials work

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how Covid-19 is affecting custody arrangements and family court hearings, and when you need a lawyer and how to work with one. You'll also find specifics about each state's laws, including what factors courts consider when they rule on custody arrangements and what happens when one parent wants to move away with the children.

School Law for Everyone is the essential textbook and legal guide for teachers, administrators, parents, students, and everyone working with schools. After decades of teaching law to thousands of students, I can tell you with great certainty that if you want to acquire a powerful working knowledge of school law in practice,

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this is the book you need. From cover to cover this book is designed to actively engage you in building a strong working knowledge of the law in practice. This book is unique in that it: -Clearly explains even the most complex principles of law in a concise and understandable manner; -Connects essential principles of law to current policies and practices; -Harmonizes complex and contradictory case law into a clear and concise statement of current law; -Provides helpful flowcharts, visual aids, and summaries; and -Teaches useful practice skills and practice tips for effectively putting legal knowledge into practice in schools. Ten chapters cover the essential areas of school law. Each chapter

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includes a legal overview; essential questions and answers; practice skills; practice tips; essential points, terms, and cases; a closer look at key aspects of the law; questions for further exploration and discussion; and suggested activities for further learning. The focus throughout this book is on helping the reader to master essential principles of school law and their application in practice, along with useful practice skills, in an engaging and succinct format.

Considers the practical realities of applying the law on a day-to-day basis and answers all the common questions, covering: what harrasment is and how to stop it, when and how discrimination occurs, how to conduct training,

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how to handle employee complaints, and much more. Original.

The Lawyer's Essential Guide to Writing is a readable, concrete guide to contemporary legal writing. Based on Marie Buckley's years of experience coaching lawyers, this book provides a systematic approach to all forms of written communication, from memoranda and briefs to e-mail and blogs. The book sets forth three principles for powerful writing and shows how to apply those principles to develop a clean and confident style.

The Essential Guide to Intellectual Property
Decision-making and practice in the UK
The essential guide to planning law

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Immigration Law

A Guide to Laws and Regulations

The Next Battle

A Guide to Effective Advocacy

Each chapter in *The Counselor and the Law* has been updated to reflect changes in the 2014 ACA Code of Ethics, findings of recent court cases, and new federal and state legislation. Attorney Nancy Wheeler and Burt Bertram, a private practitioner and counselor educator, provide a comprehensive overview of the law as it pertains to counseling practice; an in-depth look at counselors' legal and ethical responsibilities; and an array of risk

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management strategies. This edition contains a thoroughly updated chapter on distance counseling, technology, and social media; regulatory updates to the HIPAA and the HITECH Act; and recent case law developments regarding legal risks for counselor educators. The issues surrounding civil malpractice liability, licensure board complaints, confidentiality, duty to warn, suicide and threats of harm to self, professional boundaries, records and documentation, and managing a counseling practice are also addressed in detail. *Requests for digital versions from the ACA can be found on wiley.com. *To request print copies, please visit the ACA website here.

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Written by an expert with more than two decades of personal injury law practice, *Mastering Legal Matters: Your Essential Guide to Personal Injury Claims in Texas* provides the Texas personal injury practitioner or insurance adjuster with all of the relevant legal analysis, up-to-date cases, statutes, regulations, and helpful forms in one single, portable reference book. It explains the pitfalls surrounding common Texas insurance and personal injury legal topics, making it easier than ever to navigate through

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personal injury claims in Texas. Preparing for your next personal injury case with this all-in-one book gives you access some of the best practice advice on Texas personal injury law, including common topics such as insurance bad faith litigation, premises liability, dram shop law, personal injury protection, survival and wrongful death actions, and uninsured motorist claims.

An all-in-one reference to the important employment laws that every employer and HR pro needs to know.

A home seller's best friend, offering guidance from industry insiders on successfully preparing, marketing, negotiating over, and ultimately closing the sale of one's

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residential property.

The SHRM Essential Guide to Employment Law

The Counselor and the Law

A Guide for Practitioners

A Fast, Fun, Friendly and Essential Guide to Legal

Planning for Busy Parents

A Guide for the Perplexed

Nolo's Essential Guide

The Little Book of Market Manipulation

"As esports has grown, the need for professional legal representation has grown with it. Justin's Essential Guide to the

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Business & Law of Esports & Professional Video Gaming provides a great baseline and will help prevent the legal horror stories of esports in the past." Mitch Reames, AdWeek and Esports Insider "Justin's exploration of the business and law side of the esports sector fills a gap of knowledge that is an absolute necessity in truly understanding the esports space." Kevin Hitt, The Esports Observer The Essential Guide to the Business & Law of Esports & Professional Video Gaming covers everything you need to know about the past, present, and future of esports and professional video gaming. The book is

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written by one of the foremost attorneys and business practitioners in today's esports and professional gaming scene, Justin M. Jacobson, Esq. This guide is meant to provide you with an in-depth look at the business and legal matters associated with the esports world. • Includes coverage of the stakeholders in the esports business "ecosystem," including the talent, the teams, the publishers, and the event organizers. • Explores various legal fields involved with esports, including intellectual property, employment and player unions, business investments and tax "write-offs," immigration

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and visas, event operation tips, social media and on-stream promotions, and much more. •

The most current book on the market, with actual contract provisions modeled on existing major esports player, coach, shoutcaster, and sponsorship agreements.

About the Author Justin M. Jacobson, Esq. is an entertainment and esports attorney located in New York City. For the last decade, he has worked with professional athletes, musicians, producers, DJs, record labels, fashion designers, as well as professional gamers, streamers, coaches, on-air talent, and esports organizations. He assists these

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creative individuals with their contract, copyright, trademark, immigration, tax, and related business, marketing, and legal issues. He is a frequent contributor to many industry publications and has been featured on a variety of entertainment, music, and esports publications and podcasts, including Business Insider, The Esports Observer, Esports Insider, Tunecore, and Sport Techie. Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League, Overwatch Contenders, and Call of Duty Pro League as

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well as in many popular competitive titles such as Fortnite, CS:GO, Gears of War, Halo, Super Smash Brothers, Rainbow 6, PUBG, Madden, and FIFA and mobile games such as Brawlhalla, Clash of Clans, and Call of Duty mobile. Previously, he worked with various esports talent agencies as well as in an official capacity on behalf of several esports teams and brands.

Israeli Business Law: An Essential Guide is an indispensable reference work for lawyers, accountants and business people interested in the legal, tax and business environment in Israel. the earlier edition of Israeli

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Business Law: An Essential Guide has proven to be such a success that the need for a second printing and revised edition has become apparent. The book is arranged into eight broad topics written by experts in their fields, including judges, lawyers, tax experts from Israel and abroad, and other professionals. It also covers aspects of the peace process and business law in the Palestinian Autonomous Areas. This revised edition takes into account recent legislation in Exchange Control regulations, taxation and company laws, as well as the latest developments in the peace process. In

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addition, chapters on Private Banking and E-commerce have been added. for easy use, an index has been included.

This revised 2007 edition provides current information on Section 504, Free Appropriate Public Education (FAPE), Least Restrictive Environment (LRE), and the reauthorization of IDEA 2004.

The SHRM Essential Guide to Employment Law is your One-Stop Legal Reference to Employment Law. It simple, straightforward language on everything HR professionals, employers, and small business owners need to know about their relationship with their employees in

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order to comply with the law and protect themselves and their business from legal action. Covering more than 200 workplace law topics, the Guide provides an overview of U.S. workplace laws, regulations, and court decisions that employers, large or small, are likely to face, as well as what pitfalls to anticipate and when to seek professional advice. Each chapter offers general principles, highlights key issues, and provides specific examples and suggestions to help make the employer-employee relationship run more smoothly. The Second Edition features scores of updates and new content,

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including:* New NLRB rules* New state law limitations on inquiring about salary history* Compliance for telework* Lawfulness of provisions in severance and release agreements* Department of Labor's change of position on volunteer workers* New state laws limiting or prohibiting non-compete agreements* and much more!

A Guide to U. S. Environmental Law
The Essential Guide for First-Year Law Students

A Guide to Landlord and Tenant Law
The Essential Guide

Nolo's Essential Guide to Divorce

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Transgender Family Law

The implications of breaching UK advertising laws or regulations can be both costly and time-consuming. If a campaign is found to be potentially offensive, harmful or misleading, for example, all of the creative work and strategic planning may have to be withdrawn or changed. That is not only expensive but likely to attract very negative publicity to the brand. Ad Law is the essential practical guide to the law and regulation of advertising and

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marketing communications, offering level-headed advice on everyday questions encountered when designing and running promotional campaigns. Spanning legal issues such as intellectual property, privacy and defamation as well as the self-regulatory framework in the UK to which advertisers must adhere, Ad Law expertly leads readers through the most applicable laws and regulations, explains how to comply and points out common pitfalls. In addition, guidance on the practical side of the business of advertising is

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included, discussing the new industry-standard client/agency agreement, for example. Ad Law contains guidance based on real-world experiences from media and advertising lawyers and the IPA legal team, making it the ideal companion for advertising and marketing professionals as well as lawyers in the sector.

In this excellent outline of Christian ethics, Robin W. Lovin achieves a balance between the questions and issues which form the core of the study of ethics and the life situations from which those

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questions arise. Eschewing a sectarian approach which dismisses other understandings of the moral life, Lovin nonetheless lays claim to a specifically Christian understanding of ethics. He begins with basic Christian convictions about the reality of God and human redemption and weaves these convictions into the fabric of moral concerns that are widely shared in contemporary society. He takes note of the problems that arise when Christians try to act on or enforce their convictions in a pluralistic society and

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recognizes the variety of theological and moral beliefs that are held within the Christian community, as well as in the wider society.