Legally Branded Brand Law Logos Trade Marks Designs Copyright Intellectual Property Internet Law Social Media Marketing

This comprehensive, three-volume set focuses on the legal and business aspects of sports in the United States and abroad. The authors have presented the subject matter from a practical and pragmatic perspective, yet with analytical precision and attention to fine points of detail. International Sports Law and Business is composed of five parts. Part I deals with the law and business of sports in the United States, with the primary emphasis on the legal aspects of professional sports. Part II deals with the internationalization of sports from various perspectives, principally North American team sports. Part III explores the law and business of sports in 18 non-U.S. jurisdictions andndash; subject matter hardly covered in other sources, if at all. Part IV treats the legal and, to some extent, business aspects of broadcasting and sports, both in the United States and in selected foreign jurisdictions. Part V focuses upon sports marketing in its various forms in the United States, as well as its international perspectives. This easy-to-read work is unmatched in that it covers subjects not addressed or only tangentially addressed in other works, presents insiders perspectives on the subject matter, and focuses extensively on international aspects of sports law and business in connection with many different subjects. Among its exhibits, International Sports Law and Business includes a World League of American Football Standard Player Contract form, a sample World League of American Football Acquisition and Operation Agreement, Statute of Court of Arbitration for Sport and Regulations. It also includes a comprehensive index. Its unique coverage and practical features make International Sports Law and Business a critical reference for agents, attorneys, and other practitioners involved in international sports law or handling a trust where one or more of the assets is sports-related, or considering expanding an existing practice area. Those involved in the study of sports law will also appreciate this high quality work.

Legal Systems & Skills provides students with a practical guide to all the essential knowledge and skills they will need for their law degree and beyond. Divided into three core areas, it forms a foundation for legal studies and for graduate employment. Essential Legal Systems: Part I delivers a focused and practical guide to the purpose and application of law. Contemporary and holistic in approach, it covers all the essential topics in legal systems, considering social, moral, ethical, and jurisprudential perspectives. Taking learning further, it helps students to critically evaluate legal systems and their implications for individuals, businesses, and commerce. Essential Legal Skills: Part II demonstrates step-by-step approaches to acquiring and honing the skills needed for the academic study of law and professional practice. Numerous visual aids and learning features help students to become adept researchers, nimble problem-solvers, dexterous writers, and competent communicators. They will acquire the tools they need to analyse, evaluate, and apply the law, and to thrive in their future careers. Essential Employability and Commercial Awareness: Part III helps students to see how their knowledge and skills can be practically applied, in the legal world or outside of it. Students are encouraged to reflect on and actively improve their commercial awareness through case studies, practice interview questions, and activities, giving them the skills to thrive in the world of work. Targeted coverage of employability, CV development, and transferrable skills helps students to approach their future careers with confidence and communicate their own competencies effectively. This book is the essential contemporary toolkit for savvy law students, enabling them to: Learn how law works; Develop the essential skills; and Apply them to succeed. Online Resource Centre This text is accompanied by an Online Resource Centre

offering a range of stimulating resources, including: Self-test questions The authors' guidance on the thought-provoking questions in the book A library of web links for students Regular updates in the law

Legal conflicts between trademark holders, social media providers and internet users have become manifest in light of wide scale, unauthorised use of the trademark logo on social media in recent decades. Arguing for the protection of the trademark logo against unauthorised use in a commercial environment, this book explores why protection enforcement should be made automatic. A number of issues are discussed including the scalability of litigation on a case-by-case basis, and whether safe harbour provisions for online service providers should be substituted for strict liability.

This book is an investigation of the cultural phenomenon of branding and its transformational effects on the contemporary spatial – and urban – reality. It develops a novel understanding of the rationale behind the construction of large-scale architectural complexes that relate to corporate brands, and of its tremendous cultural effects. The author suggests that what we see today is the creation of "global mass ornaments", of a thorough ornamentalization of the entire globe. The origins of this are discussed with regard to examples of corporate brand-building from Europe and China (Autostadt Wolfsburg, BMW Welt Munich and Anting New Town). Additional cases are several simulated spaces in Berlin and the space-branding activities of companies like Apple or Prada. Theoretically, the author develops an innovative poststructuralist framework, combining ideas from Gilles Deleuze with the space philosophy of Peter Sloterdijk. He analyzes how the corporate redefinition of space makes the city enter into a mode of virtual urbanity. This idea leads to a notion of a "global urban" and, ultimately, the "global mass ornament". This concept of a global mass ornament is developed here with reference to Sloterdijk's concept of a world of "spheres". The latter is used to understand the new mode of spatiality of mediatized spaces. The book makes the point that our world is involved in a process of mass ornamentalization that has only just begun. The concept of the global mass ornament is the first to come to grips with a culture in which branding is effectively changing the physiognomy of the earth. The global mass ornament is a banner for a cultural transformation that employs architecture, sign theory and mechanisms borrowed from traditional advertising and from social media, as well as social processes – and that we have yet to properly understand. This book is a significant step forward in this respect.

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, Branding For Dummies gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your branded marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, Branding For Dummies is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

There are a number of points throughout the trade mark system where multiple undertakings share the same name, either unwillingly, or by consent. In this timely book, expert contributors

address this controversial issue and identify the various points at which names are shared. This unique book uses both historical and interdisciplinary perspectives, as well as more traditional legal methodology, to examine the practical and theoretical implications of such name sharing for the parties involved. It analyses what can be learned from the sharing process about the nature of the trade mark system and the interests which it protects. General themes relating to the nature and purpose of trade mark law are also discussed. The contributors focus on UK and European law and their detailed treatment of specific trade mark topics will prove invaluable to postgraduate law students and academics specialising in intellectual property. Legal practitioners will appreciate the up-to-date consideration of concepts important in both contentious and non-contentious trade mark practice and in-house counsel for brand owners will benefit from the expert guidance offered on issues relevant to protecting their trade marks.

Business Law offers comprehensive coverage of the key aspects of business law that is easy to understand for both law and non-law students. Established legal topics such as the English Legal System, Contract, Consumer, Company and Employment Law, as well as emerging areas such as Health and Safety and Environmental Law, are considered as they apply to business. This edition also includes coverage of the now essential field of Intellectual Property, written by Janice Denoncourt. The work has been thoroughly updated to include all the recent major developments in the law, such as the Consumer Rights Act 2015 and the Small Business, Enterprise and Employment Act 2015 together with important cases that have been decided in the period since the last edition. Mention, of course is made of Brexit, although as yet its outcome and consequences remain uncertain. Key learning features include: Law in context boxes that contextualise each chapter's topic within the Business environment; diagrams and tables to illustrate key principles; updated key case boxes that highlight landmark cases for easy reference; revision summaries at the end of each chapter to help clarify the key points for each topic; an attractive two-colour text design that aids easy understanding and quick referencing; an up-to-date and easy-to-use companion website with additional features to further your learning and track your progress. Business Law offers a topical overview of this subject in an accessible style suited to both law and business studies undergraduates.

Whether you're the project manager for your company's rebrand, or you need to educate your staff or your students about brand fundamentals, Designing Brand Identity is the quintessential resource. From research to brand strategy to design execution, launch, and governance, Designing Brand Identity is a compendium of tools for branding success and best practices for inspiration. 3 sections: brand fundamentals, process basics, and case studies. Over 100 branding subjects, checklists, tools, and diagrams. 50 case studies that describe goals, process, strategy, solution, and results. Over 700 illustrations of brand touchpoints. More than 400 quotes from branding experts, CEOs, and design gurus. "Designing Brand Identity is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders—global and local. It's an essential reference for implementing an entire brand system." - Carlos Martinez Onaindia, Global Brand Studio Leader, Deloitte "Alina Wheeler explains better than anyone else what identity design is and how it functions. There's a reason this is the 5th edition of this classic." - Paula Scher, Partner, Pentagram "Designing Brand Identity is the book that first taught me how to build brands. For the past decade, it's been my blueprint for using design to impact people, culture, and business." - Alex Center, Design Director, The Coca-Cola Company "Alina Wheeler's book has helped so many people face the daunting challenge of defining their brand." - Andrew Ceccon, Executive Director, Marketing, FS Investments "If branding was a religion, Alina Wheeler would be its goddess, and Designing Brand Identity its bible." - Olka Kazmierczak, Founder, Pop Up Grupa "The 5th edition of Designing Brand Identity is the Holy Grail. This book is the professional gift you have always wanted." - Jennifer

Francis, Director of Marketing, Communications, and Visitor Experience, Louvre Abu Dhabi A solid international consensus has emerged on the importance of nutrition for children's development and well-being. At the Second International Conference on Nutrition (ICN2), the Member States of the Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO) committed to developing policies, programmes and initiatives to ensure healthy diets throughout the children's life cycle, emphasizing the potential of schools as platforms for integrated action. This Guide promotes a holistic and human rights-based approach to school food and nutrition, in which legislation is an indispensable tool to ensure the sustainability of public policy goals set by a country. In light of international law and standards, it provides practical information and guidance to develop or strengthen national legislation to improve food security and nutrition in schools as well as community development. The Guide presents a range of regulatory options and legislative examples of state practice that may contribute to building sound and coherent legal frameworks for school food and nutrition. It is a useful resource for law practitioners, policymakers, parliamentarians, and all actors who are involved in the design, implementation, or monitoring of school programmes and policies and most particularly, for those interested in taking legislative action (law-making or law reform).

As companies and organisations increasingly operate across national boundaries, so the incentive to understand how to acquire, deploy and protect IP rights in multiple national jurisdictions has rapidly increased. Transnational Intellectual Property Law meets the need for a book that introduces contemporary intellectual property as it is practiced in today's global context. Focusing on three major IP regimes – the United States, Europe and China – the unique transnational approach of this textbook will help law students and lawyers across the world understand not only how IP operates in different national contexts, but also how to coordinate IP protection across numerous national jurisdictions. International IP treaties are also covered, but in the context of an overall emphasis on transnational coordination of legal rights and strategies. An interdisciplinary history of the campaign to secure international protection of indications of geographic origin, including 'Made in ...' slogans. It will appeal to students of business and economic history, geography, legal history and marketing.

Far from regarding the law as supreme, corporations approach law as an element of executive thought and action aimed at optimizing competitiveness. The objective of this book is to identify, explore and define corporate legal strategies that seek advantage in the opportunities revealed when the Law is perceived as a resource to be mobilized and aligned with the firm's business and economic agendas.

An innovative solution to teaching English legal system and legal skills, this book provides a holistic and contextual understanding of legal systems and skills (both

academic and professional) to underpin and enhance legal studies, providing a foundation for graduate employability both within and outside the legal profession.

This book is designed as a practical reference source for both creators and users of intellectual property (IP), directing them towards the best of current thinking and practice in building and developing a cost-effective portfolio of rights. Every year the Patent Office receives over 30,000 patent applications; 80,000 Trade Mark applications and 14,000 Design registrations. The potential for creating value from ideas, brands, designs and processes has never been greater. But, neither has the speed at which innovation and creativity can be replicated around the world. Organisations need to find ways of keeping ahead of their rivals. To this end, the process of defining and protecting their IP is becoming a mainstream activity with as much future impact as finance or marketing. IP protection can be equally important in securing the distinctive know-how and identity on which an organisation is based.

International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia–Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in international business in the Australasian region. International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Branding Television examines why and how the UK and US television industries have turned towards branding as a strategy in response to the rise of satellite, cable and digital television, and new media, such as the internet and mobile phone. This is the first book to offer a sustained critical analysis of this new cultural development. Branding Television examines the industrial, regulatory and technological changes since the 1980s in the UK and the USA that have led to the adoption of branding as broadcasters have attempted to manage the behaviour of viewers and the values associated with their channels, services and programmes in a world of increased choice and interactivity. Wide-ranging case studies drawn from commercial, public service, network and cable/satellite television (from NBC and HBO to MTV, and from BBC and Channel 4 to UKTV and Sky) analyse the role of marketing and design in branding channels and corporations, and the development of programmes as brands. Exploring both successful and controversial uses of branding, this book asks what problems there are in creating television brands and whether branding supports or undermines commercial and public service broadcasting. Branding Television extends and complicates our understanding of the changes to television over the

past 30 years and of the role of branding in contemporary Western culture. It will be of particular interest to students and researchers in television studies, but also in creative industries and media and cultural studies more generally.

Introduces the emerging field of brand law and explores its interaction with the economics of modern branding.

This book combines extracts from major cases and secondary materials with critical commentary to provide a complete resource for undergraduate and postgraduate students of intellectual property law. All areas of intellectual property law in the UK are covered: copyright, trade marks and passing off, confidential information, industrial designs, patent, procedure and enforcement. This book also tackles topical areas, such as the application of intellectual property law to new technologies and character merchandising. While the focus of the book is on intellectual property law in a domestic context, it provides international, EU and comparative law perspectives on major issues. It also addresses the wider policy implications of legislative and judicial developments in the area.

In an effort to halt increasing media competition and decreasing audience shares, Branding has become the new mantra among television station and network executives. Branding TV: Principles and Practices second edition goes beyond the jargon of branding to explain the essential principles underlying successful branding and offers many practical strategies to measure, build and manage television brand equity. For instructional purposes, the book pays particular attention to the local commercial TV station and its news franchise. Written by broadcast professionals with years of experience, this book shows how the notions of branding are no more prevalent than in the battle for dominance in local news. The practical suggestions in the book will help the savvy manager understand and take advantage of branding in their efforts to move their property to the forefront in the marketplace.

Ambush marketing is a strategy by which a company or organisation uses their marketing communications to associate themselves with an event without being an official sponsor or authorised partner or licensee. It has become a particular concern in the marketing of major sports events, with international sponsorship and branding properties worth many millions of dollars. Ambush Marketing in Sports is the first book to offer comprehensive analysis of the theoretical and practical implications of ambush marketing. Drawing on cutting-edge empirical research data, the book outlines an innovative model for understanding ambush marketing and offers practical advice for all stakeholders, from sponsors and event organisers to media organisations. The book examines the opportunities and the risks of ambush marketing, assesses the legal, ethical and business dimensions, and offers advice for preventing ambush marketing in a range of contexts. Fully supported throughout with examples and cases from major international sports events, such as the FIFA World Cup and the Olympic Games, this book is important reading for any student, researcher or practitioner with an interest in sport marketing, sport business or event management.

Why is there so much resistance to recent issues of tolerance and diversity? Despite efforts of the international community to encourage open-mindedness, recent attempts at international, political and economic integration have shown that religious, cultural and ethnic tolerance and diversity remain under threat. The contributions in the volume reflect the growing importance of these issues and why resistance is so widespread. Part I addresses the relationship between the language of law and its power, whilst Part II explores the interplay of tolerance and diversity under visual, legislative and interpretative perspectives. This collection as a whole offers a combination of varied perspectives on the analysis, application and exploitation of laws and will be a valuable source of information for those interested in the general area of language and the law.

Humanitarian aid workers increasingly remain present in contexts of violence and are injured,

kidnapped, and killed as a result. Since 9/11 and in response to these dangers, aid organizations have fortified themselves to shield their staff and programs from outside threats. In Aid in Danger, Larissa Fast critically examines the causes of violence against aid workers and the consequences of the approaches aid agencies use to protect themselves from attack. Based on more than a decade of research, Aid in Danger explores the assumptions underpinning existing explanations of and responses to violence against aid workers. According to Fast, most explanations of attacks locate the causes externally and maintain an image of aid workers as an exceptional category of civilians. The resulting approaches to security rely on separation and fortification and alienate aid workers from those in need, representing both a symptom and a cause of crisis in the humanitarian system. Missing from most analyses are the internal vulnerabilities, exemplified in the everyday decisions and ordinary human frailties and organizational mistakes that sometimes contribute to the conditions leading to violence. This oversight contributes to the normalization of danger in aid work and undermines the humanitarian ethos. As an alternative, Fast proposes a relational framework that captures both external threats and internal vulnerabilities. By uncovering overlooked causes of violence, Aid in Danger offers a unique perspective on the challenges of providing aid in perilous settings and on the prospects of reforming the system in service of core humanitarian values.

To compete effectively in digital business markets, those in the business sector need to understand how the law affects digital technology business. This legal companion for those competing in digital business markets includes sample downloadable forms for online deals and transactions.

bull; The must-have reference for every technical writer, editor, and documentation manager bull; Provides all the information you need to document hardware, software, or other computer products bull; Written by award-winning documentation experts at Sun Technical Publications, Read Me First! is the most comprehensive guide to creating documentation that is clear, consistent, and easy to understand

Sports marketing is not only a global phenomenon, but also a major industry in its own right. This book breaks new ground in that it combines the theory and the practice of sports marketing agreements, which are at the heart of the commercialisation and marketing of sport. A particular feature of this book is the wide-ranging collection of precedents of sports marketing agreements, including, inter alia, sponsorship, merchandising, TV rights and new media, sports image rights and endorsements, event management and corporate hospitality, that are included and are explained and commented on in the text of the book. The book also covers the EU aspects, which are particularly important in this context, especially collective selling, of Sports TV rights and the drafting of the corresponding agreements; as well as the fiscal aspects of sports marketing agreements in general and sports image rights agreements in particular, which need to be taken into account in order to reduce the tax burden on the resulting revenues. With so much money at stake in sports marketing, the book also deals with the important topic of dispute resolution and, again, provides the reader with some useful corresponding clauses for settling disputes by ADR, particularly through the Court of Arbitration for Sport (CAS). As the author remarks in his Preface, the aim of the book is to provide a leading resource for all those engaged in any way in the money-spinning field of sports marketing, combining - as this book uniquely does - both the theory and the practice of drafting, interpreting and enforcing a variety of sports marketing agreements, especially those with an international dimension.

Due Diligence Handbook provides business directors with a practical and authoritative

guidance to minimising financial and legal risks, as well as risks to reputation. The book brings together practical information on relevant legislation, regulations, codes and best practice guidance in one volume. The book provides clear guidance and case studies to help understand the complexity of due diligence issues, and to demonstrate the detailed work that is necessary to ensure that the benefits of an acquisition can be realised and that there are no unexpected problems.

Master's Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Hamburg, 221 entries in the bibliography, language: English, abstract: The thesis is split into six chapters, many with numerous subchapters. Chapter two gives an overview of brand culture in the Food and Beverage, Cosmetic and the Alcohol and Tobacco industries. It starts with an outline of brand history and the character of transitional economies. Before the actual overview of the mentioned industries starts, an explanation about the brand competition is explained. Chapter three focuses on Chinese consumer according to their purchasing decisions, their attitude regarding modernising and westernising, individualism and collectivism and also the differences among regional markets in China. This chapter provides the basis for the following chapters discussing to the Chinese behaviour as well as their attitude toward premium brands and coffee consumption. The chapter four gives the segmentation of Chinese consumers into four key consumer groups according to socio- demographic factors as well as discussing gender aspect. The findings lead to a target group specification, one of which includes premium coffee consumers. Chapter five covers the brand building criteria for a premium brand as well as the legal aspects according to this. The first aspect covering the function of a brand from both the consumer and the company perspective. The model of brand core developments, the brand equity approach and the model of brand nature led to the findings of a brand- driver for the Chinese market as well as some major guidelines for successful branding. There is a paragraph giving additional information about basic economics, legal conditions for foreign investors (including competition law), trade mark law and contract law. The chapter six gives inside information about branding. This includes the brand naming, brand name translation and the brand logo. These aspects have to be seen as one to get complete overview of branding in China and to see the need for brand name translation into Chinese. Additionally, product packaging is also covered.

Brands are everywhere: in the air, on the high-street, in the kitchen, on television and, maybe even on your feet. But what are they? The brand, that point of connection between company and consumer, has become one of the key cultural forces of our time and one of the most important vehicles of globalization. This book offers a detailed and innovative analysis of the brand Illustrated with many examples, the book argues that brands: * mediate the supply and demand of products and services in a global economy * frame the activities of the market by functioning as an interface * communicate interactively, selectively promoting and inhibiting communication between producers and consumers * operate as a public currency while being legally protected as private property in law * introduce sensation, qualities and affect into the quantitative calculations of the market * organize the logics of global flows of products, people, images and events. This book will be essential reading for students of sociology, cultural studies and consumption.

Fashion knockoffs are everywhere. Even in the out-of-the-way markets of highland Guatemala, fake branded clothes offer a cheap, stylish alternative for people who cannot afford high-priced originals. Fashion companies have taken notice, ensuring that international trade agreements include stronger intellectual property protections to prevent brand Òpiracy.Ó In Regulating Style, Kedron Thomas approaches the fashion industry from the perspective of indigenous Maya people who make and sell knockoffs, asking why they copy and wear popular brands, how they interact with legal frameworks and state institutions that criminalize their livelihood, and what is really at stake for fashion companies in the global regulation of style. Ê

-- Allows you to quickly locate pertinent laws-- Contains a detailed discussion of the laws requiring organizations to retain computer security-- Includes an examination of Federal and State law on computer crime-- Serves as a legal reference for developing training material-- Helps you foster a continuing dialog with legal counsel-- Is comprehensive, up to date, and easy to read Copyright © Libri GmbH. All rights reserved.

Using a five-facet framework, this book furthers understanding about collective identities by bringing together contributions from various management disciplines.

A brand is more than a snazzy logo – but what else is there to consider when building a brand? Do you really need a brand for business success? And what has intellectual property got to do with anything? A strong, authentic brand is what makes your business stand out from the crowd – and what drives long term success. But the branding industry can be an overwhelming minefield, full of conflicting advice and multiple disciplines – so how do you navigate your way through the process? That's where Brand Tuned comes in. With the step-by-step TUNED methodology, you will: • define your brand to drive the business forward and help it stand out • know what brand promise will attract your ideal client • pick a name that will put you "front of mind" • ensure that the design elements you choose are distinctive and 'ownable' • train your team to live the brand. Drawing from evidence-based research, interviews with experts, and years of experience supporting businesses, Brand Tuned is the first branding guide written by an intellectual property lawyer who specialises in trademarks and brands. By incorporating the principles of intellectual property law right from the start of the process, branding expert Shireen Smith will show you how to create and build the brand that is right for you and your business – while avoiding the potential pitfalls.

This book is the fourth book in the Essential series following Layout Essentials, Typography Essentials, and Packaging Essentials. It outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles including the elements of a successful graphic identity, identity programs and brand identity, and all the various strategies and elements involved.

Fibre2Fashion magazine—the print venture of Fibre2Fashion.com since 2011—is circulated among a carefully-chosen target audience globally, and reaches the desks of top management and decision-makers in the textiles, apparel and fashion industry. As one of India's leading industry magazines for the entire textile value chain, Fibre2Fashion Magazine takes the reader beyond the mundane headlines, and analyses issues in-depth.

Avoid legal pitfalls for your business from day one A common characteristic of entrepreneurs is the attitude: "I'm not going to do that until I absolutely have to." And it's understandable why: with limited time and resources it seems logical to focus on tasks like product development, production, marketing, and delivery—the ones that get your product or service out into the

marketplace. The last thing you want to do is spend money and effort on legal issues, which is why they often drop to the bottom of the pile. But this can be a costly mistake—and Go Legal Yourself is here to make sure it's one you avoid. Attorney, inventor, and businesswoman—named Top Woman Entrepreneur by LA Dreams Magazine in 2017—Kelly Bagla knows about doing business from both the entrepreneurial and legal sides of the fence. And in Go Legal Yourself, she guides you through the four key legal lifecycle phases every business experiences—and sets you up for worry-free success from day one. Establish yourself as the correct legal entity Gather and complete the relevant documentation Protect your brand Identify and avoid common (and expensive) pitfalls Plan and manage growth, enter new markets, and keep a sharp competitive edge Wherever you are with your business, this book is your guarantee you have all your legal ducks in a row—and that no nasty legal surprises stand between you and your target: success.

Electronic commerce is here to stay. No matter how big the dot-com crisis was or how far the e-entrepreneurs' shares fell in the market, the fact remains that there is still confidence in electronic trading. At least it would appear that investors are confident in e-companies again. However, not only trust of venture capitalists is of importance -- consumers also have to have faith in on-line business. After all, without consumers there is no e-business. Interacting lawyers, technicians and economists are needed to create a trustworthy electronic commerce environment. To achieve this environment, thorough and inter-disciplinary research is required and that is exactly what this book is about. Researchers of the project Enabling Electronic Commerce from the Dutch universities of Tilburg and Eindhoven have chosen a number of e-topics to elaborate on trust from their point of view. This volume makes clear that the various disciplines can and will play a role in developing conditions for trust and thus contribute to a successful electronic market.

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