



Global Advertising Lawyers Alliance

FOR IMMEDIATE RELEASE

**GLOBAL ADVERTISING LAWYERS ALLIANCE RELEASES
INTERNATIONAL ADVERTISING LAW BOOK**

April 6, 2015, New York - The Global Advertising Lawyers Alliance ("GALA") announced today that it has just released *Advertising Law: A Global Legal Perspective*. The book provides an overview of the laws governing advertising and marketing in 56 countries, from Argentina to Zimbabwe. The book - which is more than 800 pages long - is in two volumes.

"We are thrilled to publish the definitive guide to advertising law around the world," said Jeffrey A. Greenbaum, Managing Partner of Frankfurt Kurnit Klein & Selz in New York and GALA's Chairman. "We hope that this book becomes an invaluable resource to marketers as they market to consumers globally."

Organized by country, each chapter describes how advertising is regulated in that country as well as what self-regulatory systems are in place. Each chapter also provides detailed information about other key advertising and marketing issues, including price advertising, prohibited practices, special clearance concerns, branded content, social media, and publicity rights.

"There are two huge legal challenges when advising clients on global advertising campaigns - the wide range of applicable law and the marked lack of international harmonization," said Brinsley Dresden, Partner of Lewis Silkin LLP in London and GALA's Global Treasurer & Secretary. "This book will help brands, agencies, and their legal advisors to navigate the challenges."

The report is available for purchase on Amazon.com and is also available directly from the Global Advertising Lawyers Alliance (www.galalaw.com).

ABOUT GALA

www.gala-marketlaw.com

With firms representing about 80 countries, each GALA member has the local expertise and experience in advertising, marketing and promotion law that will help your campaign achieve its objectives, and navigate the legal minefield successfully. GALA is a uniquely sensitive global resource whose members maintain frequent contact with each other to maximize the effectiveness of their collaborative efforts for their shared clients. GALA provides the premier worldwide resource to advertisers and agencies seeking solutions to problems involving the complex legal issues affecting today's marketplace.

For More Information Contact:

Stacy Bess

Global Advertising Lawyers Alliance (GALA)

+1 212 705 4895

sbess@gala-marketlaw.com

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GALA | 488 Madison Avenue | 10th Floor | New York | NY | 10022