

# New edition of global advertising law book now available

The Global Advertising Lawyers Alliance (GALA) has released the second edition of Advertising Law: A Global Legal Perspective - providing an overview of the laws governing advertising and marketing in more than 65 countries across all continents.



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In addition to updating the existing chapters, the second edition covers a dozen additional countries, including Bulgaria, Cyprus, the Dutch Caribbean, Egypt, Guatemala, Honduras, Hong Kong, Paraguay, Romania, Serbia, Slovakia, and the United Arab Emirates. At over 1,000 pages long, the book is in two volumes.

"We are very pleased 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."

Organised 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.

The report is available for purchase on Amazon.com and is also available directly from the [Global Advertising Lawyers Alliance](http://www.globaladvertisinglawyersalliance.com).