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Advertising and marketing law in Canada.

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Chapter 3 : Substantiating Advertising Claims: What You Need and When You Need It
Chapter 4 : Prices and Credit Advertising
Chapter 5 : Social Media
Chapter 6: Green Marketing
Chapter 7 : Contests
Chapter 8 : Advertising to Children
Chapter 9 : Packaging and Labelling
Chapter 10 : Drugs and Natural Health Products
Chapter 11: Cosmetics
Chapter 12: Food Advertising
Chapter 13 : Alcohol and Automotive
Chapter 14 : Trade-Marks and Other Intellectual Property Brand Protection Strategies
Chapter 15 : Advertising and Music Licensing
Chapter 16 : Competition Law Issues
Chapter 17 : Talent Negotiation and Union Issues
Chapter 18 : Privacy Law in Canada
Chapter 19 : Uniquely Quebec Issues
Chapter 20 : Canadiana Issues
Chapter 21 : Misappropriation of Personality
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