

# Ambush Marketing & the Mega-Event Monopoly

**How Laws are Abused to Protect Commercial Rights to Major Sporting Events**

Ladenpreis: 120,99EUR

**ISBN:** 9789067049597

**Auflage:** 2012

**Verlag:** T.M.C. Asser Press

**Erscheinungsdatum:** 18.07.2014

**Autoren:** Louw Andre M.

**Reihe:** ASSER International Sports Law Series

## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/ambush-marketing-the-mega-event-monopoly-9789067049597.html>

## Details

This book undertakes a critical examination of commercial rights to sports mega-events (focusing on sponsorship), the exclusivity of such rights and the legal implications of the modern mega-event sponsorship model. It examines ambush marketing of events and the law's treatment of ambushing (specifically in the form of sui generis event legislation) in a review of 10 major jurisdictions selected on the basis of the importance of the events they are to host in the near future or have hosted recently, and the relevant domestic legislation. It critically examines the legitimacy of such commercial rights protection by means of the use of laws in the context of accepted principles of intellectual property law, competition law and human rights law. Specifically, it questions the legitimacy of the creation of statutory 'association rights' to mega-events, and considers potential future developments in respect of the law's treatment of mega-event commercialisation. Valuable for practitioners and academics (in the fields of sportslaw/sponsorship/marketing/intellectual property law); sports administrators (sports governing bodies); corporate sponsors of sports and other events; potential mega-event host governments and law-makers; civil rights organisations.

**Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!**



Fachwörterbuch Versicherungswirtschaft und Recht = Dictionary of Insurance and Insurance Law  
Ladenpreis: 189,00EUR



Indirekter Börsengang unter besonderer Berücksichtigung insolvenzrechtlicher Aspekte  
Ladenpreis: 101,60EUR



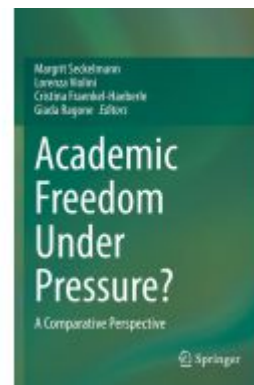
Frankfurter Kommentar zu EUV, GRC und AEUV (2. Aufl.)  
Ladenpreis: 245,70EUR



International Arbitration in Switzerland  
Ladenpreis: 47,00EUR



Zeit zur Profilierung?  
Ladenpreis: 24,90EUR



Academic Freedom Under Pressure?  
Ladenpreis: 197,99EUR



Beamtenrecht / Arbeitsrecht im öffentlichen Dienst  
Ladenpreis: 28,80EUR



Burgenländisches Landessicherheitsgesetz  
Ladenpreis: 11,00EUR



Praxis der Schwerbehindertenvertretung von A bis Z  
Ladenpreis: 65,80EUR



Der große Vermietungsratgeber  
Ladenpreis: 29,99EUR