

The Law Of Reputation And Brands In The Asia Pacific

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Efforts to expand the scope of legal protection given to reputation and brands in the Asia Pacific region have led to considerable controversy. Written by a variety of experts, the essays in this book consider the developing law of reputation and brands in a fraught area. Publisher: Cambridge University Press
Illustration: N Language: ENG Title: The Law of Reputation and Brands in the Asia Pacific Pages: 00304
(Encrypted PDF) On Sale: 2012-03-31 SKU-13/ISBN: 9781107017726 Category: Law : Intellectual Property - General Category: Law : Business & Financial

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