

Ashion Law E Problematiche Giuridiche Della Filiera Della Moda

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Cenni biografici su Vattel: una vita tra il Principato di Neuchâtel, la Prussia e la Sassonia Cenni biografici su Vattel: una vita tra il Principato di Neuchâtel, la Prussia e la Sassonia « ...

Fashion law encompasses a wide variety of issues that concern an article of clothing or a fashion accessory, starting from the moment they are designed and following them through distribution and marketing phases, all the way until they reach the end-user. Contract law, intellectual property, company law, tax law, international trade, and customs law are of fundamental importance in defining this new field of law that is gradually taking shape. This volume focuses on the new frontiers of fashion law, taking into account the various fields that have recently emerged as being of great interest for the entire fashion world: from sustainable fashion to wearable technologies, from new remedies to cultural appropriation to the regulation of model weight, from advertising law on the digital market to the impact of new technologies on product distribution. The purpose is to stimulate discussion on contemporary problems that have the potential to define new boundaries of fashion law, such as the impact of the heightened ethical sensitivity of consumers (who increasingly require effective solutions), that a comparative law perspective renders more interesting. The volume seeks to sketch out the new legal fields in which the fashion industry is getting involved, identifying the new boundaries of fashion law that existing literature has not dealt with in a comprehensive manner.

Il volume, dall'emblematica titolazione "dig.ital r.evolution", illustra - in 5 lezioni - alcuni dei temi più attuali riferiti al commercio elettronico e, precisamente: 1) la gestione dei siti web, con riferimento alla predisposizione dell'informativa sulla privacy (comprese le recenti indicazioni del Garante sulla gestione dei cookie); 2) le regole del social network in ambito pubblico (e privato), tenuto conto del quadro normativo potenzialmente applicabile e delle decisioni dei nostri giudici; 3) le condotte degli influencer, blogger (ed altre figure simili), con riferimento alle regola applicabili alla promozione commerciale su internet (in particolare: quella definita come "occulta"); 4) le consegne dei prodotti acquistati on line, mediante un contratto - il Drop. Shipping - di cui si illustra il "funzionamento" giuridico ed operativo; 5) le principali questioni dell'uso dell'Intelligenza Artificiale (IA) nel commercio "tradizionale" e nel commercio elettronico. Le lezioni indicate sono pensate (anche grazie ad un apparato di note bibliografiche ed illustrative) per fornire un supporto conoscitivo ed operativo agli imprenditori, ai loro consulenti e, infine, ai consumatori.

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The copyright/design interface for a wider, non-specialist audience, taking as a starting point the notion of industrial design derived from design studies, on the border between art and science.

In todays' highly competitive global market, fashion designers, entrepreneurs and executives need state, federal, and international laws to protect their intellectual property-their brands and the products by which their customers recognize them. Fashion Law provides a concise and practical guide to the full range of legal issues faced by a fashion company as it grows from infancy to international stature. Updated to reflect recent legal decisions and regulatory developments, this revised edition covers such a vital issues as intellectual property protection and litigation, licensing, anti-counterfeiting, start-ups and finance, commercial transactions, retail property leasing, employment regulations, advertising and marketing, celebrity endorsements, international trade. Features of the text help to make legal concepts accessible to the lay reader. More than 25 leading attorneys practicing in the emerging legal specialty of fashion law contributed the chapters for this authoritative text, and their expertise provides a foundation for fashion professionals and their legal advisors to work together effectively. New to this Edition-Expanded section on Intellectual Property protection, including an all new Chapter 6 on Litigation-All new Chapter 10 on Fashion Finance Features-Box Features provide real-life examples that demonstrate the role that law plays in the fashion business, including landmark court cases and current events-Practice Tips discuss legal issues that should be considered as fashion designers and executives establish procedures for conducting their business-Sample Clauses familiarize readers with the legal language that covers the rights and responsibilities of the parties to agreements. Instructor's Guide and PowerPoint presentations available.

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Focusing on ethical consumers, their behaviour, discourses and narratives as well as the social and political contexts in which they operate, this text provides a summary of the manner and effectiveness of their actions.

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