

## Ambush marketing and the mega-event monopoly: how laws are abused to protect commercial rights to major sporting events

Louw, Andre M., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20399551&lokasi=lokal>

---

### Abstrak

[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. , 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. ]