



## Lawyer Advertising (Hardback)

By Louise L. Hill

ABC-CLIO, United States, 1993. Hardback. Condition: New. New.. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Professions, notably law, have traditionally considered advertising to be an inappropriate solicitation of business. The principles long governing how lawyers developed their practices have, however, undergone significant change due to Supreme Court decisions. Relying on the First Amendment, the Court has overturned categorical bans on lawyers advertising and, in so doing, prompted a fresh consideration of what promotion, by way of advertising, lawyers may undertake in promotion of their practices and in the service of the public. What is permissible and what is not? What regulations are allowable in the protection of the substantial state interest and what infringes on the practitioner's rights? Hill examines all the essential factors including advertising itself; the law of advertising; the contemporary circumstances surrounding lawyers advertising; the historical background which gave rise to restrictions on lawyers commercial speech; the relevance of the First Amendment; the manner in which the Court and the profession have responded; and the continuing evolution of standards. Hill's comprehensive, balanced, and highly informed analysis is a fundamental contribution on a subject of controversy not only in the legal profession but...



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