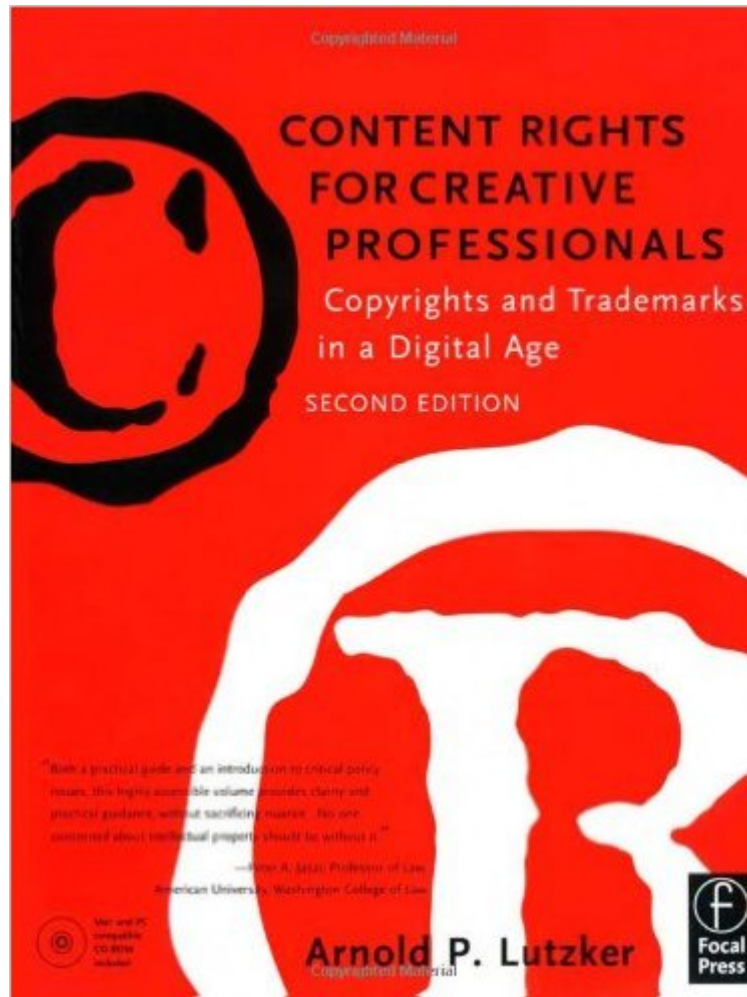


The book was found

Content Rights For Creative Professionals: Copyrights & Trademarks In A Digital Age



Synopsis

Content Rights for Creative Professionals is for professionals and students working in all areas of media (film/video, photography, multimedia, web, graphics, and broadcast) who need to know what the law requires and how they should properly utilize copyrights and trademarks. This book outlines critical concepts and applies them with explanations in real-life applications, including many cases from the author's own practice as well as those of various media professionals. This 256 page text is a practical guide designed to provide its reader with a firm understanding of the principles underlying the ownership and use of content, so that when questions arise, they will be able to make correct, well-informed decisions-whether concerning their personal works, or works of others that a company wishes to copyright or trademark. In addition, the reader will be more capable of exercising sound judgment in structuring employment and contract relationships and of acquiring and/or licensing works, which are at the core of the business of communicating.

Book Information

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Customer Reviews

This was a textbook I had for a class on copyright law, and I really enjoyed it! I have always loved the business side of art, and wondered about copyrights. This book is super informative, and, although many of my classmates said it was boring and dry, I found to be rather interesting (however I'm into this sort of thing). If you like business or law and have a mind for the arts, this book will be a spellbinding read. However if you aren't, it might be a bit dry, but regardless, you will end your reading super informed. The only reason I give this book four instead of five stars is

because some of the information is outdated, and there hasn't been a newer edition published.

Other than that, excellent!

I GOT THIS FOR A CLASS ON COPYRIGHTS. WHAT YOU WILL LEARN FROM THIS BOOK IS THAT NO MATTER WHAT, YOU ARE GOING TO NEED AN ATTORNEY, SO JUST FIND AN ATTORNEY TO BEGIN WITH SO YOU WON'T GET YOURSELF IN A LOT OF TROUBLE.

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