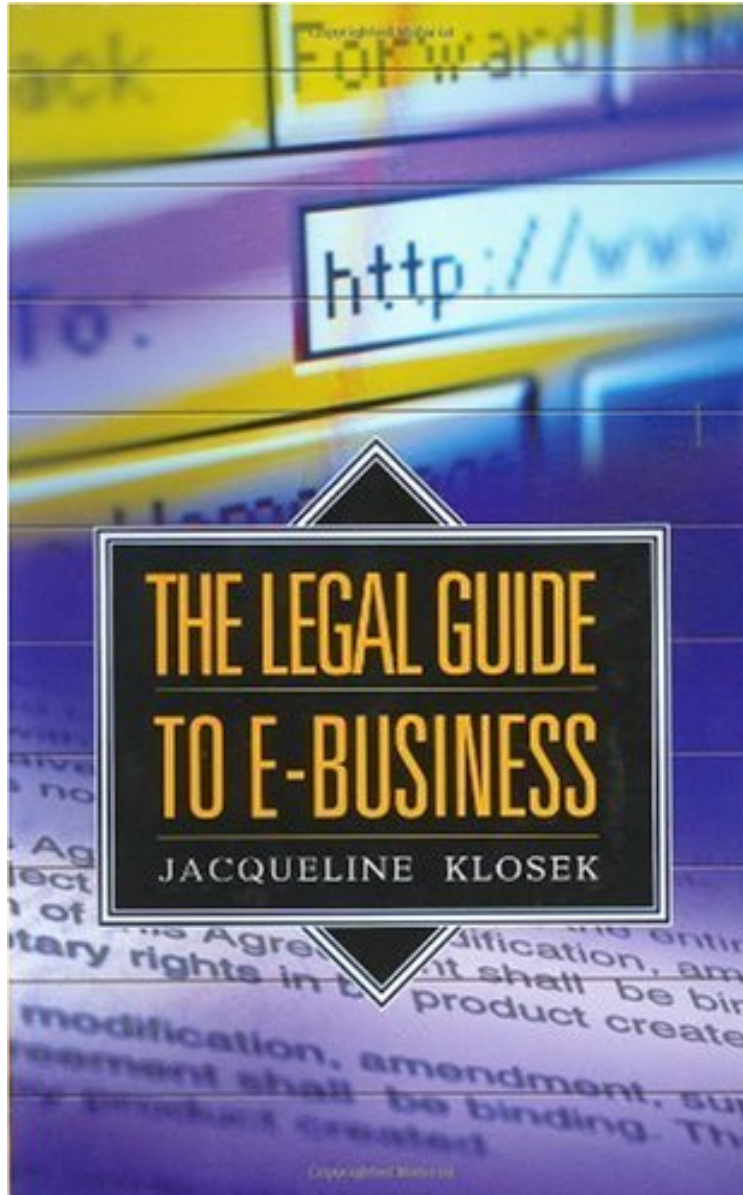


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The Legal Guide to E-Business

Jacqueline Klosek

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Jacqueline Klosek : The Legal Guide to E-Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Legal Guide to E-Business:

This concise and current guidebook to the legal issues involved with conducting e-business is a one-stop source for

both domestic and cross-border laws and regulations. Any business that conducts commerce via a Web site must deal with these issues with regard to numerous situations. This book addresses the legal ramifications of developing and hosting websites, explains how to minimize liability through the use of website Terms of Use and user agreements, explicates specific international issues arising from the conduct of e-commerce, examines online marketing and advertising, online privacy issues, and online intellectual property rights. Entrepreneurs, executives, and corporate counsel from enterprises of all sizes and in all industries will benefit from this useful legal roadmap.

"This book is a concise guide for dealing with the Web-based businesses, containing as it does the most frequently asked questions. The personality of the author shines through the book, reflecting a rich knowledge and a full understanding of the various problems faced by E-business....Ms. Klosek has earned our gratitude for giving birth to this valuable reference, which satisfies the needs of both academics and practitioners at the same time."-Mohamed Hossam Loutfi Chairperson of Civil Law Department, Cairo University"

"The ultimate source to learn about Web site development and intellectual property issues for the legal practitioner. This indispensable guide is the one book that every legal counsel and business person should have if they are working with Web sites. Covering such critical e-business areas as getting started, managing Web site risks, Internet privacy in the U.S. and globally, and advertising and marketing law, it is the one book you need to have."-Carole Basri Adjunct Professor of Law, University of Pennsylvania School of Law and Executive Director of the Greater New York Chapter of the American Corporate Counsel Association

About the Author JACQUELINE KLOSEK, a Certified Information Privacy Professional, is an attorney with Goodwin Procter LLP in New York City, where she practices in the Intellectual Property Transactions and Strategies Practice Area. Her practice focuses on advising clients on cutting-edge issues related to the intersection of law and technology, with a particular focus on data privacy and security. She is the author of three books.