

1. Record Nr.	UNINA9910790597003321
Autore	Piety Tamara R
Titolo	Brandishing the First Amendment : commercial expression in America / / Tamara R. Piety
Pubbl/distr/stampa	Ann Arbor : , : University of Michigan Press, , c2012
ISBN	1-280-12891-7 9786613532794 0-472-02772-7
Descrizione fisica	1 online resource (341 p.)
Disciplina	342.7308/53
Soggetti	Corporate speech - United States Freedom of speech - United States Advertising laws - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 291-319) and index.
Nota di contenuto	Commercial and corporate speech -- The scope of commercial expression -- Why protect speech? Four fundamental interests -- Autonomy as a human interest -- Brands, information, and consumer "education" -- Advertising and manipulation -- Tough love paternalism -- The corporate person -- Commercial democracy -- Commercial expression and economic instability -- Commercial expression and environmental instability.