

Latest Book: Studies on Internet Advertizing and the Rule of Law in China



Zhou Hui (ed.), *Studies on Internet Advertizing and the Rule of Law in China*, Beijing: China Social Sciences Press, 2019

The huge number of Internet users and rich application scenario have made China one of the leading countries in the world in the development of Internet advertizing. As a part of the book series “Cyber and Information Law Studies”, this book bases itself on the industrial practice, systematically introduces the evolution of Internet advertizing and the various types of Internet advertisement at the current stage in China, conducts in-depth analysis of the responsibilities of various subjects in the industrial chain of Internet advertizing in light of the latest legislation, and gives special responses to such frontier hot issues as procedural purchase, thereby providing important reference on the trend of development as well as guidance on the compliance practice of the Internet advertizing industry in China.