

Advertising Disputes—An Alternative to Litigation

For 50 years, the National Advertising Division (NAD) has been at the forefront of monitoring national advertising, enforcing high standards of truth and accuracy, and resolving advertising disputes (typically between competitors) to build consumer trust and support fair and truthful marketing. In this episode, Jason Howell talks with Vice President of the National Advertising Division of BBB National Programs Laura Brett about using the NAD process to resolve advertising disputes between competitors as an alternative to litigation. Jason, Amanda, and Laura also discuss hot topics and trends in advertising challenges.

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