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Described by Lord Smith, Chairman of the ASA as "not only useful but essential", Ad Law is a practical guide to the law and regulation of advertising and marketing communications, offering level-headed advice on everyday questions encountered when designing and running promotional campaigns in any media. Its editor is Richard Lindsay, Legal & Public Affairs Director at the IPA.

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BASIC PRINCIPLES OF ENGLISH CONTRACT LAW INTRODUCTION This Guide is arranged in the following parts: I Formation of a Contract II Contents of a Contract III The end of a Contract I FORMATION OF A CONTRACT 1. A contract is an agreement giving rise to obligations which are enforced or recognised by law. 2.