

Puffery, Promises or Propoganda? Don't Believe the Hype

Publication

Better Business Magazine

Fall 2023

"Puffery has long been an acceptable advertising practice, so long as the seller's subjective opinion is not confused with an objective assurance of quality." In Ryan Jacobson's most recent article in *Better Business Magazine* he talks consumer privacy legislation and advertising laws that the Federal Trade Commission is tasked with enforcing. Ryan's article leaves you with some key takeaways that all sustainable companies should know and use in their advertising practices.

You can read Ryan's full article on page 13 of the *Better Business Magazine's* Fall, 2023 edition.

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