Contents

Preface Acknowledgments		page ix
		xi
1	Commercial Speech and the Values of Free Expression	1
2	False Commercial Speech and the First Amendment	21
3	The Right of Publicity, Commercial Speech, and the Equivalency Principle	60
4	Compelled Commercial Speech and the First Amendment	103
5	Scientific Expression and Commercial Speech: The Problem of Product Health Claims	133
	Conclusion: Making the Case for First Amendment Protection	170
Inde	2X	175