



# **Social Media und Recht: Juristische Fallstricke im Social Media Marketing (German Edition)**

*Markus Robak, Nils Weber*

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Social Media eröffnen Unternehmen ein enormes Werbe- und PR-Potential; völlig neue Kommunikationsformen drängen ins Netz.

Doch ebenso umfangreich wie die Möglichkeiten sind auch die Rechtsfragen, die das Social Web aufwirft. Die Anonymität und die Vielzahl der Akteure, die weltweite Abrufbarkeit, die unkontrollierte Kombination und Verbreitung der Inhalte sowie die Verbindung von Privatem und Kommerziellem sind in dieser Form beispiellos.

Doch wem gehören die Inhalte? Wer ist für etwaige Rechtsverletzungen verantwortlich? Welches Recht ist anwendbar? Welche datenschutzrechtlichen Auswirkungen haben die angewandten Verknüpfungstechniken?

Diese und weitere Fragen werden in dem Buch aus der Reihe "scm kompakt" von Dr. Markus Robak und Dr. Nils Weber geklärt.

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