

The Laws of Influence

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Article highlights how the rise of "influencers" (e.g., celebrities, athletes, experts, social media stars, etc.) on social media as part of a marketing strategy has caught the attention of regulators such as the Federal Trade Commission (FTC) and the National Advertising Division of the Council of Better Business Bureaus (NAD). While the current regulations may allow compensation for endorsements, influencers must disclose the relationship and cannot make any false, misleading or unsubstantiated claims about the product. As the relationships between companies and influencers continue to evolve, it is likely that more regulatory action will follow. ("[The Laws of Influence](#)," Volume 32, Number 3, Fall 2016)

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