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Dr. Andre M. Louw is a Senior Lecturer at the Faculty of Law, University of KwaZulu-Natal, South Africa. This book appears in the ASSER International Sports Law Series , under the editorship of Prof. Dr. Robert Siekmann, Dr. Janwillem Soek and Marco van der Harst LL.M. [Ambush Marketing & the Mega-Event Monopoly: How Laws are ...](#)

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