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An Overview of Securities Fraud and Litigation: Frequency, Correlation, and Measures of Protection (fraud)

The frequency of securities fraud litigation has decreased over the decade, particularly in cases with long gaps between the revelation of alleged fraud and filing of a claim. Popular fraud allegations include cryptocurrency offerings manipulation and breaches of fiduciary duty. When cases are settled, a number of factors come into play including the size of investor losses, market capitalization of the issuer, types of securities involved etc. The Private Securities Litigation Reform Act of 1995 set multiple safeguards against fraud. Securities Class Action Clearinghouse offers valuable data and insights about these lawsuits. Legislation has been called for greater protection against fraud for senior citizens and qualified retirement plans. Also, attorneys generally try to avoid pleading fraud in section cases to skirt the higher pleading standard.

Evolution of Communication and Advertising Strategies (technology)

People are interested in the utilization of modern communication technologies in advertising strategies. Tools such as text messaging, emails, and social media platforms are seen as the new avenues for face-to-face conversations. The rise of technology has morphed communication into live written forms including instant messages, creating new possibilities in advertising.

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