

Retailers Face Legal Challenges Over Advertising Prices

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Retailers have had a tough year when it comes to advertising prices. In January, a California court issued a multimillion dollar penalty against Overstock.com, after determining that the company advertised discounts in a misleading manner. Since then, retailers across a range of industries have been dragged into costly lawsuits and regulatory investigations involving similar issues. If you're wondering how something as mundane as advertising the price of an item could lead to so much trouble, it's because the issue is more complicated than most people think.

To learn more, [read my article in RetailingToday](#).