

So You Want to Self-Regulate? The National Advertising Division As Standard Bearer

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March 31, 2013

Partner [John Villafranco](#) co-authored the *Antitrust* article, "So You Want to Self-Regulate? The National Advertising Division As Standard Bearer." The article discusses the strengths and weaknesses of the National Advertising Division (NAD) of the Council of Better Business Bureaus, evaluates its performance in achieving its stated objective of promoting truthfulness and accuracy in national advertising, and considers how it has effectively managed to remain procompetitive. The article also provides advice and direction for self-regulatory success for the many industries that have proposed self-regulation as an alternative to legislation or agency regulation.