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News & Insights

NW Arkansas Attorney Grace Johnson guest commentary - “Legal Landmines in a Digital World.”

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By: Grace Keegan Johnson

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NW Arkansas Attorney Grace Johnson talks about Legal Landmines in a Digital World in this week's Northwest Arkansas Business Journal.

Grace says that through technology advancements, the marketing world has adapted to the way consumers communicate, shop and spend. Marketers find ways to grab the attention of audiences and stand out in the barrage of information images, sounds, and opinions constantly pummeling consumers through social media, streaming music, podcasts and blogs. Hand-in-hand with the advance of technology and new ways to inform and attract consumers comes new risks of legal liabilities. **You may read more here on page 4**

Attorneys

- Grace Keegan Johnson