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The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications).

Non-broadcast Code - ASA | CAP - Advertising Standards Authority
asa.uk : codes-and-rulings : non-broadcast-code

Through their membership of CAP member organisations, or through contractual agreements with media publishers and carriers, those businesses agree to comply with the Code so that marketing communications are legal, decent, honest and truthful and consumer confidence is maintained.

The CAP Code - Advertising Standards Authority
asa.uk : static : The-Cap-code

Michael Burry, um investidor e fundador do Scion Capital, previu e se beneficiou da crise financeira de 2008. Nesse ano, ele ganhou notoriedade por apostar contra o mercado de hipotecas subprime, o que lhe rendeu uma fortuna.

Burry identificou os sinais de uma bolha imobiliária nos Estados Unidos em 2004 e começou a pesquisar sobre a exposição das instituições financeiras a esses empréstimos de alto risco.