

Construction Law in North Carolina

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Get Your Flu Here! (aka: Don't Miscommunicate on Your Construction Project!) (Tue Tip)

August 16, 2011 by Melissa Brumback

Continuing our [theme from last week's donkey sign](#) about **communicating clearly with your client**, today we have another sign to add to our growing collection. This one is an example of marketing-gone-awry, and comes to us from the good folks at Target:



Now, I'm sure the marketing folks thought that "Flu HQ" was a nice little rhyme. However, I'm not sure Target *really* wants to be known as the headquarters of the annoying, damaging, and sometimes fatal disease called the flu.

I'm sure what Target *meant* by "Flu HQ" was that it carried all of the supplies and medicines needed to help alleviate flu symptoms. But that's not exactly what it is saying by this sign.

I can hear some of you now saying that I'm arguing semantics, which is typical for a lawyer. Remember, though, **when it comes to large construction disputes— everyone has a lawyer (or two, or three) and semantics will come into play.**

Consider this another fair warning to have your [construction contracts in place](#), and vetted by both your attorney and your insurance carrier to prevent miscommunication.

Photo in this post: 

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