

The book was found

The Law Of Comparative Advertising: Directive 97/55/EC In The United Kingdom And Germa



Synopsis

This book carefully analyzes the comparative advertising directive, giving background both to the regulation of comparative advertising in the United Kingdom and Germany and to the passing of the directive. It will bring a reader the latest in thinking on comparative advertising from Germany, where the directive has been the subject of recent debate. The book also has four appendices in which UK, German and European material is given (all in English). The directive applies to any advertisement (or indeed any representation of any kind made to promote goods or services) that explicitly or implicitly identifies a competitor. It therefore has the potential to regulate such claims as the best bookseller in Oxford and could have a dramatic effect on UK advertising practice. It is an important first step in the Commission's program of unfair competition harmonization.

Book Information

Hardcover: 144 pages

Publisher: Hart Publishing (December 1, 1999)

Language: English

ISBN-10: 1841131172

ISBN-13: 978-1841131177

Product Dimensions: 0.8 x 5.5 x 8.5 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #13,869,986 in Books (See Top 100 in Books) #30 in [Books > Law > Law Practice > Law Office Marketing & Advertising](#) #536 in [Books > Law > Law Practice > Law Office Education](#) #1404 in [Books > Law > Media & the Law](#)

Customer Reviews

Michael Spence is a Fellow and Tutor in Law of St Catherine's College, Oxford.

Ohly and Spence have produced a very useful guide to a complicated but important area of the law. The authors examine the important jurisprudence in the area with insight and flair. They have distilled the important points and demonstrated a number of flaws in various European directives or proposals.

[Download to continue reading...](#)

The Law of Comparative Advertising: Directive 97/55/EC in the United Kingdom and Germa

Towards a Chinese Civil Code: Comparative and Historical Perspectives (Chinese and Comparative Law) VDU Terminal Sickness: Computer Health Risks and How to Protect Yourself and Comply With the DSE Directive and Latest International Safety Standards United Nations Convention on the Law of the Sea: Agreement Relating to the Implementation of Part Xi of the United Nations Convention on the Law of ... of the Sea Series Incl Law of Sea Bulletin) The Shinar Directive: Preparing the Way for the Son of Perdition's Return Aberrant: The Directive (Aberrant Roleplaying, WW8521) The Formation and Identification of Rules of Customary International Law in International Investment Law (Cambridge Studies in International and Comparative Law) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Historic House Museums in the United States and the United Kingdom: A History Political Science: A Comparative Introduction (Comparative Government and Politics) Political Economy: A Comparative Approach, 3rd Edition: A Comparative Approach Foundations of Comparative Politics: Democracies of the Modern World (Cambridge Textbooks in Comparative Politics) Refugee Law and Policy: A Comparative and International Approach (Law Casebook) Imperialism, Sovereignty and the Making of International Law (Cambridge Studies in International and Comparative Law) Ethics and Authority in International Law (Cambridge Studies in International and Comparative Law) Secured Lending in Eastern Europe: Comparative Law of Secured Transactions and the EBRD Model Law Global Public Interest in International Investment Law (Cambridge Studies in International and Comparative Law)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)