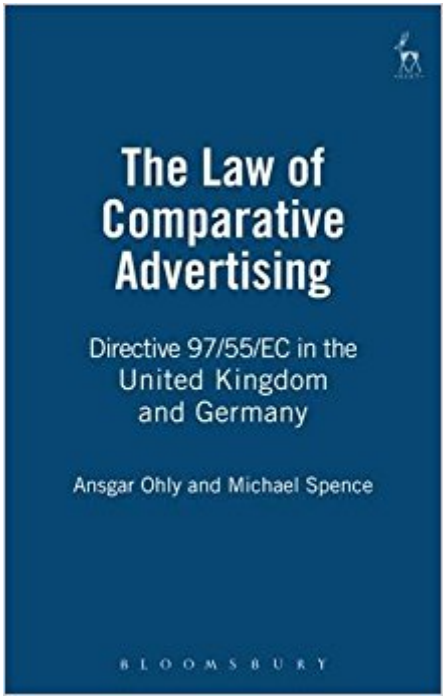
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Synopsis

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

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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.

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