

Doktrin

Uppgifter om doktrin

Medlemsstat: Sverige

Titel: Intellectual Property and Market law: from a practical perspective

Underrubrik:

Typ: Book

URL: <https://shop.nj.se/products/immaterialratt-och-marknadsratt>

Författare: HELLSTATDIUS, Å.

Referens: Immaterialrätt och marknadsrätt: ur praktiskt perspektiv. Norstedts Juridik AB. ISBN: 9789139209300.

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Nyckelord: Unfair commercial practices, misleading actions, misleading omissions, misleading statements, confusing marketing, comparative advertising

Direktivartiklar

Misleading and Comparative Advertising Directive, [link](#) Unfair Commercial Practices Directive, [link](#)

Huvudanmärkning

The book presents an overview of intellectual property law as well as competition and marketing law. The emphasis is put on Swedish legislation and case law through practical examples, however, EU law aspects are also discussed. This book is directed mostly at non-lawyers that are active in the field of marketing.

Allmän anmärkning

Ärendesamband

Inga träffar