

## Doktrin

### Uppgifter om doktrin

**Medlemsstat:** Sverige

**Titel:** Market Law: An introduction

**Underrubrik:**

**Typ:** Book

**URL:** <https://shop.nj.se/products/marknadsratten>

**Författare:** NORDELL, P.J.

**Referens:** Marknadsrätten: en introduktion. Norsteds Juridik AB.

**Utgivningsår:** 2020

**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 examines Swedish market law and more specifically competition and marketing law. It presents Swedish market law in its historic, European and international context. This is the eighth edition and includes also some changes related to new legislation, such as the ones related to the introduction of the General Data Protection Regulation. The book is primarily used as part of course literature in law and in economics but targets also lawyers and other professionals in the field of consumer law, marketing and advertising.

### Allmän anmärkning

### Ärendesamband

Inga träffar