

Legal Literature

Legal Literature Details

Member State: Sweden

Title: Swedish Marketing Legislation

Subtitle:

Type: book

URL:

Author: SVENSSON, C A

Reference: Svensson, Carl Anders, 1942-. - Den svenska marknadsföringslagstiftningen / Carl Anders Svensson. - 2016 – edition 17 - ISBN: 9789144112046

Publication Year: 2016

Keywords: advertising, consumer rights, goods, internet

Directive Articles

Consumer Sales and Guarantees Directive, [link](#) Consumer Rights Directive, [link](#)

Headnote

Swedish Marketing Legislation is a textbook for courses in marketing law and introductory courses in law. It can also be valuable in the daily work of e.g. marketing departments and advertising- and media companies.

Swedish Marketing Legislation discusses the Marketing Act and its practical use, both in traditional media and on the internet plus social media. Furthermore, the 17th edition describes inter alia the new court system with the Patent and Market Courts (in the District Court of Stockholm) whose decisions can be appealed to the Market Court of Appeal (in the Svea Court of Appeal).

General Note

Related Cases

No results available