

Νομική βιβλιογραφία**Στοιχεία νομικής βιβλιογραφίας****Κράτος μέλος:** Ελλάδα**Τίτλος:** Η συγκριτική διαφήμιση**Υπότιπλος:****Τύπος:** monograph**URL:****Συγγραφέας:** EFTHIMIOU, A.**Στοιχεία αναφοράς:** Meletes emporikou & oikonomikou dikaiou 12, P.N. Sakkoulas (Studies of commercial and financial law 12)**Έτος έκδοσης:** 2016**Λέξεις-κλειδιά:** advertisement, advertising, case law, comparative advertising, unfair competition**Άρθρα της οδηγίας**

Misleading and Comparative Advertising Directive, [Article 4](#) Misleading and Comparative Advertising Directive, [Article 4, \(a\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(b\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(c\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(d\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(e\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(f\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(g\)](#) Misleading and Comparative Advertising Directive, [Article 4, \(h\)](#)

Περίληψη

This monograph has seven chapters, which aim to examine the legal framework of the comparative advertising in Greece and the EU and to record and study the respective case law. The first chapter presents the meaning and the legal framework of advertisement. The legislative regulation of the comparative advertising in the union legal order is analyzed in the second chapter. Furthermore, the third chapter presents the conditions under which the comparative advertising is permitted. Chapter four analyzes the legislative regulation of comparative advertisement in greek law. Chapter five includes an overview of national laws of comparative advertisement at a union and global level. Chapter six presents union and greek case law regarding comparative advertising. Finally, chapter seven analyzes the prospective of a revision of the Directive 2006/114 as an excuse for the reform of the greek law on unfair competition.

Γενική σημείωση**Συναφείς υποθέσεις****Δεν υπάρχουν αποτελέσματα**