

Legal Literature

Legal Literature Details

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Directive Articles

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, \(h\)](#)

Headnote

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.

General Note

Related Cases

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