

Legal Literature

Legal Literature Details

Member State: Croatia

Title: Impermissible Advertising of Goods and Services

Subtitle:

Type: article

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Author: MAREČIĆ, D.

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Keywords: advertising, comparative advertising, misleading advertising

PDF:

Directive Articles

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

Headnote

The article writes about the most relevant provisions of the Impermissible Advertising Act, especially on when advertising is considered misleading and under which conditions the comparative advertising is allowed, as well as on the means of protection against impermissible advertising.

General Note

Related Cases

No results available