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Nota di contenuto	Introduction. Defining the boundaries of the research. The EC and the WTO: justification for a comparison ; Barriers to international trade ; Approaches to trade liberalisation ; Structure of the research -- pt. I. Shallow integration. Negative integration stricto sensu: the elimination of border measures ; Judicial integration: first layer: the National Treatment principle and the prohibition of de jure discrimination -- pt. II. Deep integration. Judicial integration: second layer: the National Treatment principle and the prohibition of de facto discrimination ; Judicial integration: third layer: the reasonableness rule -- Conclusion.
Sommario/riassunto	"The interpretation and application of the rules of international and regional trade is becoming an increasingly specialised field. This study provides an in-depth analysis of the core legal concepts characterising the two most prominent and successful efforts in the regulation of international trade to date. Adopting a comparative method,it analyses the basic legal instruments employed by the EU and the WTO for the

purpose of liberalising trade in goods among their respective Members. To this end, this study offers a fresh look at the principles underlying the basic rules of international trade law, including the prohibition of border measures, the principle of non-discrimination on grounds of nationality, and the principle of reasonableness."--Bloomsbury Publishing.
