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Nota di contenuto	Intro Foreword Effective Enforcement in the E-Food Market Acknowledgements Contents Abbreviations Chapter 1: Online Marketplaces: A Disruptive Environment for the Enforcement of EU (Food) Law 1.1 Introduction 1.2 Online Marketplaces in the `Platform Economy' 1.3 E-nforcement in the `Platform Economy' 1.3.1 Public Enforcement in the European Union 1.3.2 The E- nforcement Deficit 1.4 Relevance of the Problem: Unsafe Shopping in the E-Food Market 1.4.1 Online Suppliers in the E-Food Market 1.4.1.1 Traditional Retail Goes Digital 1.4.1.2 Internet-Based Retail B2B Goes B2C 100% Digital Food Business Operators 1.4.2 The Compliance Gap in the E-Food Market 1.4.2.1 The Landmark Case: Unauthorised Food Supplements 1.4.2.2 Poor Compliance with Food Information Law: A Visible Problem 1.4.2.3 Food Safety and Hygiene Online: The Larger Problem 1.5 Content of the Book References Part I: EU Law for the E-Food Market Chapter 2: The Developing History of Online Marketplace Regulation in the EU 2.1 Introduction 2.2 Evolution of the EU's Regulatory Policy for Online Retail 2.2.1 2000: Regulating `Intermediaries' and Electronic Transactions to `Bring Europe Online' 2.2.2 2010-2014: Designing an Ecosystem Favourable to Online Retail 2.2.1 The Harmonisation of Consumer Rights Online 2.2.2 First (Private) Enforcement Mechanisms 2.2.3 2015-2019: Regulating the Platform Economy 2.2.3.1 Online

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