

1. Record Nr.	UNINA9910552715303321
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Titolo	Regulating Digital Markets : The European Approach / / by Antonio Manganelli, Antonio Nicita
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030893880 303089388X
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (214 pages)
Collana	Palgrave Studies in Institutions, Economics and Law, , 2662-6543
Disciplina	338.064
Soggetti	Law and economics Economic development Industries Economics Law and Economics Economic Development, Innovation and Growth Sector and Industry Studies Political Economy and Economic Systems
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1 Introduction: digital transformation, big techs, and public policies -- 2 New economy(ies), new economics and new 'digital' rights -- 3 Big Techs, Market Power and Public Policies -- 4 Big techs and on-line information system -- 5 Private power and public policies: between antitrust and regulation.
Sommario/riassunto	This book explores the regulatory options for digital platforms and data economies. The trade-offs between the market value of information and individual privacy rights are examined to provide rationale for regulation and policy suggestions. A general conceptual framework is provided for digital transformation, big tech, and public policies, with additional analysis of the legal aspects of the digital revolution and how digital intermediaries can influence consumption. This book aims to highlight the impact of digital platforms and to provide insight into the current policy debate. It is relevant to students,

researchers, and policymakers interested the data economy, digital policy, and consumer protection.
