

1. Record Nr.	UNINA9910784281903321
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Titolo	Basic legal instruments for the liberalisation of trade : a comparative analysis of EC and WTO law // Federico Ortino
Pubbl/distr/stampa	Oxford [England] ; ; Portland, Oregon : , : Hart Publishing, , 2004
ISBN	1-4725-6291-7 1-280-80142-5 9786610801428 1-84731-259-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (524 p.)
Collana	Studies in international trade law ; ; v. 1
Disciplina	343/.087
Soggetti	Foreign trade regulation - European Union countries Foreign trade regulation Protectionism - European Union countries Protectionism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally presented as the author's thesis (doctoral)--European University Institute, Florence.
Nota di bibliografia	Includes bibliographical references (pages [485]-495) and index.
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.

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