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Nota di contenuto	Intro -- Contents -- Preface -- 1. I'm the Greatest, Yes Sirree, That's All You'll Ever Hear from Me! -- 2. Falsity without Deception: As Possible As the Law Says, but Not As Probable -- 3. Puffery: Used Because It Works, Legalized Because It Doesn't -- 4. The Roots of Sellerism -- 5. Warranty: How Much Promise Do You Find in a Promise? -- 6. Misrepresentation: How Much Lying Do You Find in a Falsehood? -- 7. Opinion and Value Statements and Puffery: Avoiding Fact and Keeping Sellerism Alive -- 8. The Federal Trade Commission: Accelerating the Consumerist Trend -- 9. Reasonable Consumers or Other Consumers? How the FTC Decides -- 10. The FTC and Puffery: Some Wins and Some Losses in the Fight for Consumerism -- 11. Additional Kinds of Puffery, Beginning with Obvious Falsity -- 12. Puffing with Social and Psychological Claims -- 13. Puffing with Literally Misdescriptive Names -- 14. Puffing with Mock-Ups -- 15. Puffery's Immunity Should Be Eliminated -- Notes -- Table of Cases -- Index.