

1. Record Nr.	UNINA9910964454303321
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Titolo	European law on unfair commercial practices and contract law // Mateja Durovic
Pubbl/distr/stampa	Portland, Oregon : , : Hart Publishing, , 2016
ISBN	9781782258148 1782258140 9781782258124 1782258124
Descrizione fisica	1 online resource (235 p.)
Collana	Modern studies in european law ; ; 62
Disciplina	346.2407
Soggetti	Competition, Unfair - European Union countries Consumer protection - Law and legislation - European Union countries Contracts - European Union countries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- Setting the Scene -- Structure of the Book -- Two Branches of EU Consumer Law -- Europeanisation of the Law on Unfair Commercial Practices -- The Regulatory Framework of the UCPD -- The Maximum Harmonisation Character of the Directive 3 -- The Notion of Commercial Practice -- Europeanisation of Contract Law -- The Role of Article 3(2) UCPD -- 2. The Average Consumer -- Introduction: Which Consumer is Protected by EU Law? -- The Protected Consumer Under the UCPD -- Two Definitions of Consumer -- The Average Consumer Between the Two Goals of the UCPD -- Three Components of the Definition of an Average Consumer -- The Interpretation of the Average Consumer Under the UCPD -- The Distinction Between the Average Consumer and Vulnerable Consumer -- The Protected Consumer Under Consumer Contract Law -- Lack of a Clear Standard of the Protected Consumer -- The Need for a Standard of the Consumer -- EU Primary Law and the Notion of the Consumer -- EU Primary Law and the Understanding of the Consumer -- EU Secondary Law and the Standard of the Consumer -- The Analysis of Post-UCPD Secondary Law on Consumer Protection -- 3. The Duty to Trade Fairly -- Introduction:

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Sommario/riassunto

"The book examines the ambiguous relationship between the European law on unfair commercial practices and contract law. In particular, the manuscript demonstrates that the Directive 2005/29/EC on unfair commercial practices ('UCPD') has had a major impact on contract law, despite the declaration concerning the formal independence between the two branches of law established by Article 3(2) UCPD. The insights and conclusions identified in the book contribute to a better understanding of European private law and the general process of Europeanisation of private law in the European Union, and in particular of contract law."--Bloomsbury Publishing.