Legal Literature

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Author: N. REILLY

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Directive Articles

Unfair Commercial Practices Directive, Whereas, (8) Unfair Commercial Practices Directive, Whereas, (11) Unfair Commercial Practices Directive, Whereas, (18) Unfair Commercial Practices Directive, Chapter 1, Article 3, 1. Unfair Commercial Practices Directive, Chapter 1, Article 3, 2. Unfair Commercial Practices Directive, Chapter 1, Article 3, 3. Unfair Commercial Practices Directive, Chapter 1, Article 3, 9. Unfair Commercial Practices Directive, Chapter 2, Article 5, 1. Unfair Commercial Practices Directive, Chapter 2, Article 5, 2. Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 6, 1. Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 7, 1. Unfair Commercial Practices Directive, Chapter 2, Section 2, Article 8 Unfair Commercial Practices Directive, Chapter 1, Article 2 Unfair Commercial Practices Directive, Chapter 2, Article 5 Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 6 Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 7 Unfair Commercial Practices Directive, Chapter 2, Section 2, Article 8 Unfair Commercial Practices Directive, Chapter 2, Section 2, Article 9 Unfair Commercial Practices Directive, Chapter 4, Article 18 Unfair Commercial Practices Directive, Annex I

Headnote

This article looks at the average consumer test in general. The author's intention is to construct a profile of the "average consumer", as it has been employed by the European Court of Justice. The author also looks at the "modified average consumer" test, laid down in the general clause of the UCP Directive, and asks if it adds much to that already employed by the European Court of Justice. Finally, the article examines what impact the incorporation of the average consumer test will have on Irish law.

General Note

Related Cases

No results available