

Pravna literatura

Pojedinosti o pravnoj literaturi

Država članica: Hrvatska

Zvanje: Nedopušteno oglašavanje

Podnaslov:

Vrsta: website article

URL:

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Ključne riječi: advertising, comparative advertising, misleading advertising, trader

Članci Direktive

Misleading and Comparative Advertising Directive, [link](#)

Uvodna napomena

The article talks about misleading and impermissible advertising, as well as their impact on traders and their business activities. In the article the author elaborates on reasons for passing the Croatian Act on Impermissible Advertising as well as its scope of application. Furthermore, the article explains the meaning of the term advertising and impermissible advertising, as well as the requirements for permissible advertising. In addition, the article explains the means which could be used by the traders for prevention of impermissible advertising, namely claim for collective protection of traders' interests, proceedings of voluntary control of advertising, and interim measure.

Opća napomena

Povezani predmeti

Nema dostupnih rezultata