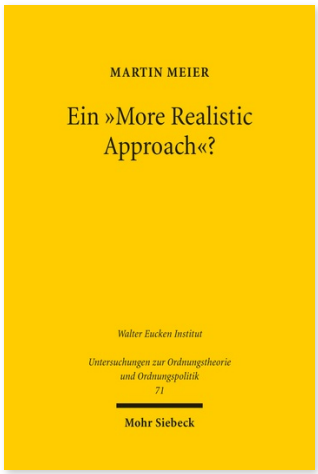
Martin Meier

Ein »More Realistic Approach«?

Zu den Möglichkeiten und Grenzen der verhaltensökonomischen Analyse des Wettbewerbsrechts

[A »More Realistic Approach«? On the Scope and Limits of the Behavioral-Economic Analysis of Competition Law.]



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While in Europe the influence of the »More Economic Approach« has been extensively debated over the last twenty years, a fresh concept called behavioral antitrust was emerging in US competition law. This new approach assumes market actors who are not always rational, have limited will-power, and self-interest. This »More Realistic Approach« aims to free competition policy from unrealistic theoretical assumptions and to underpin it with empirical facts. Martin Meier explores where both the potential and the boundaries of such behavioral economic analysis lie in competition law.

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