

Bernd Hecker

Strafbare Produktwerbung im Lichte des Gemeinschaftsrechts

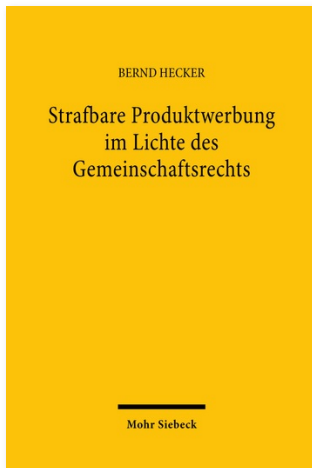
Europäisierung des deutschen Täuschungsschutzstrafrechts am Beispiel des Lebensmittel-, Wettbewerbs- und Betrugsstrafrechts

[Punishable Product Advertising from the Perspective of Community Law. The Europeanization of the Protection against Fraud in German Criminal Law as seen in the Criminal Law Relating to Food and Drugs, to Competition and to Fraud. By Bernd Hecker.]

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Product advertising is not only socially valid but in fact desirable in a free market economy. However the suppliers' freedom to advertise should not conflict with consumer protection, in particular protection from deception, any more than can be tolerated. How can the consumer be protected from misleading product advertising? What provisions can be made in criminal law to punish inadmissible product advertising? Bernd Hecker examines the relationship between the protection against fraud in German criminal law and in Community law.

Bernd Hecker ist Professor für Deutsches und Europäisches Strafrecht, Strafprozessrecht sowie Umwelt- und Wirtschaftsstrafrecht an der Universität Trier.



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