

CONTENTS

*Preface* ix

**PART I Consumer protection strategies and mechanisms in the EU 1**

- 1 From minimal to full to ‘half’ harmonisation 3  
NORBERT REICH
- 2 Comment: the future of EU consumer law – the end of harmonisation? 6  
CHRISTIAN TWIGG-FLESNER
- 3 Two levels, one standard? The multi-level regulation of consumer protection in Europe 21  
VANESSA MAK
- 4 A modernisation for European consumer law? 43  
CRISTINA PONCIBÒ
- 5 Effective enforcement of consumer law: the comeback of public law and criminal law 64  
PETER ROTT
- 6 E-consumers and effective protection: the online dispute resolution system 82  
IMMACULADA BARRAL-VIÑALS
- 7 Unfair terms and the Draft Common Frame of Reference: the role of non-legislative harmonisation and administrative cooperation? 99  
JAMES DEVENNEY AND MEL KENNY

vi	CONTENTS	
	<b>PART II Conceptualising vulnerability</b>	121
8	The definition of consumers in EU consumer law	123
	BASTIAN SCHÜLLER	
9	Recognising the limits of transparency in EU consumer law	143
	CHRIS WILLETT AND MARTIN MORGAN-TAYLOR	
10	The best interests of the child and EU consumer law and policy: a major gap between theory and practice?	164
	AMANDINE GARDE	
11	Protecting consumers of gambling services: some preliminary thoughts on the relationship with European consumer protection law	202
	ALAN LITTLER	
	<b>PART III Contextualising consumer protection in the EU</b>	237
12	Consumer protection and overriding mandatory rules in the Rome I Regulation	239
	CHRISTOPHER BISPING	
13	Determining the applicable law for breach of competition claims in the Rome II Regulation and the need for effective consumer collective redress	257
	LORNA GILLIES	
14	Horse sales: the problem of consumer contracts from a historical perspective	282
	WARREN SWAIN	
15	The role of private litigation in market regulation: beyond 'legal origins'	300
	AXEL HALFMEIER	
16	Advertising, free speech and the consumer	313
	PAUL WRAGG	
17	Are consumer rights human rights?	336
	MONIKA JAGIELSKA AND MARIUSZ JAGIELSKI	

CONTENTS vii

18	Consumer protection in a normative context: the building blocks of a consumer citizenship practice	354
	JIM DAVIES	
19	Recommended changes to the definitions of ‘auction’ and ‘public auction’ in the proposal for a directive on consumer rights	378
	CHRISTINE RIEFA	
20	Consumer law regulation in the Czech Republic in the context of EU law: theory and practice	397
	BLANKA TOMANČÁKOVÁ	
21	Resistance towards the Unfair Terms Directive in Poland: the interaction between the consumer <i>acquis</i> and a post-socialist legal culture	412
	RAFAŁ MAŃKO	
	<b>PART IV Conclusions</b>	<b>435</b>
22	European consumer protection: theory and practice	437
	MEL KENNY AND JAMES DEVENNEY	
	<i>Index</i>	450