



EU Distribution Law: Fifth Edition

Joanna Goyder

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This fifth edition of EU Distribution Law - published six years after the previous edition - is concerned with the competition rules prohibiting anti-competitive agreements and behavior affecting trade between EU Member States, as well as the special rules which protect commercial agents. Under EU law, such anti-competitive agreements may be void and substantial fines imposed, and liability in damages may result. To minimize their risk, companies and their advisers must therefore understand the current rules and exemptions. Fully revised EU legislation and guidelines governing distribution and supply agreements came into effect in 2010. New features include an increased focus on powerful buyers and on internet sales, and there is also a more generous approach to resale price maintenance. The European Commission, as well as national courts and competition authorities, actively apply EU competition rules in this area, so companies need to take the new rules fully into account. Furthermore, the continuing enlargement of the EU and the ever-expanding case law of the European courts means that EU law has an ever wider and more pronounced impact. Comprehensively rewritten and updated, this edition combines expert commentary with clear practical advice on the law affecting distribution agreements, exclusive supply, purchase agreements, franchising, agency, and selective distribution. It will be essential reading for commercial and competition lawyers, as well as the legal departments of manufacturers, suppliers, distributors, and retailers currently trading within the EU.

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