

# Contents

<i>Series Editor's Introduction by Geraint Howells</i>	vii
<i>Preface by Ian Walden</i>	viii
<i>Introduction</i>	ix
1 Infrastructure of the Electronic Marketplace	1
2 Electronic Market Failures and Consumer Confidence	17
3 Standardisation of Online Contracts	45
4 Electronic Agents	69
5 Online Dispute Resolution	87
6 Disclosure of Online Information: From the Asymmetry of Information to the 'Dominance of Technological Information'	115
7 Online Misleading Advertising	137
8 Fair Trading Legal Models in Commercial Practices: From a National or Community Principle to an International Model	155
9 Fair Trading Principle – The Starting Point for Online Consumer Law in Europe?	171
10 General Conclusion	205
<i>References</i>	211
<i>Index</i>	237