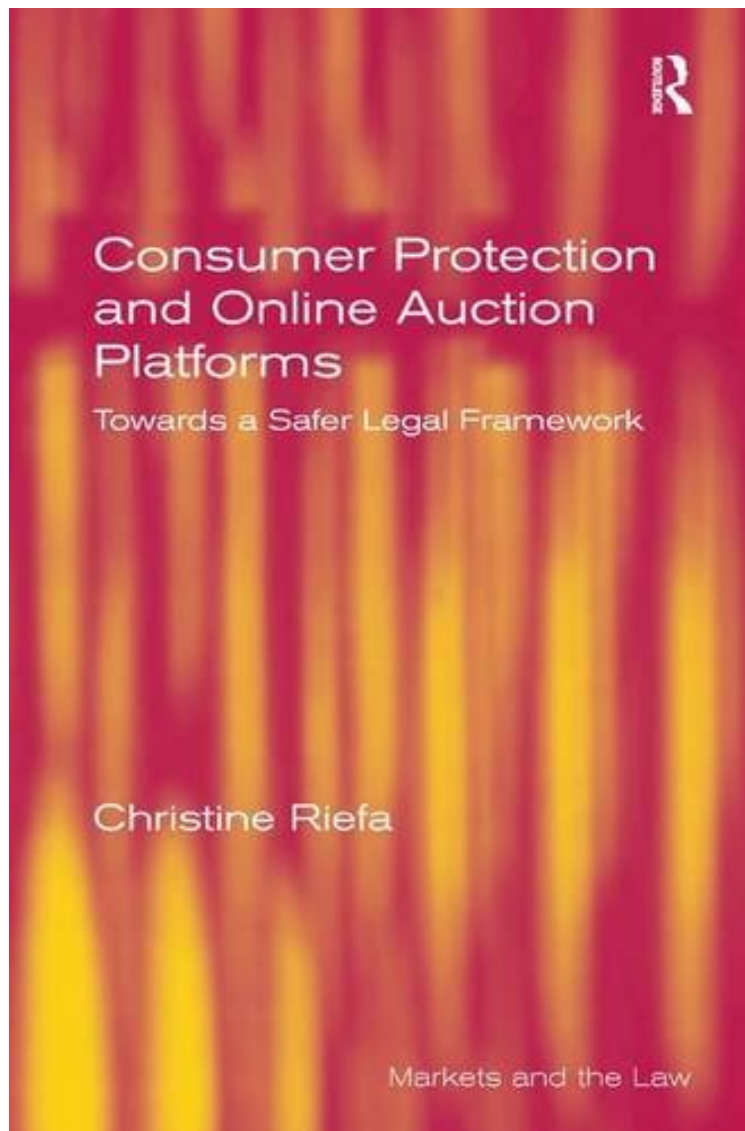


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0 of 0 people found the following review helpful. In depth analysisBy Phillip Taylor MBEONLINE AUCTION PLATFORMS:AN ANALYSIS IN DEPTH OF THE LEGAL ISSUES -- AND A MUST-HAVE PURCHASE FOR INTERNATIONAL AND IT LAWYERSAn appreciation by Phillip Taylor MBE and Elizabeth Taylor of Richmond Green ChambersYou might say that online auction sites are wonderful. The popularity of sites like eBay, for example, over the last decade and a half has become a phenomenon of our times, as the rarefied world of the auction has been made accessible to everyone worldwide, anytime, anywhere, whether on laptop ipad or mobile. All of which is fine except that when something goes wrong, thorny legal problems arise, primarily involving issues of consumer rights.What is difficult for the IT lawyer however, is the relative scarcity of books on the subject, specifically, of online auction platforms. A relatively recent phenomenon, these online trading sites have been largely overlooked by legal scholars and, in the opinion of author Christine Riefa, misunderstood by legislators. All this explains why the publication of this book by Ashgate should now be welcomed with open arms.As evidenced by the meticulous footnoting and the astoundingly lengthy bibliography, the book presents with clarity and verve, an enlightening exploration of the legal regime applicable to online auctions in Europe, with the emphasis throughout on consumers rights.The authors rigorous analysis and recommendations, however, would be equally applicable to most or all other jurisdictions. Indeed Riefa examines a range of jurisdictions, providing useful comparisons -- and in so doing, plugs an important gap in the existing academic literature on this subject.A quick trawl through the table of contents promises a fascinating read, starting, with a short summary of the long history of auctions, from ancient Babylon to contemporary online sites. Subsequent chapters deal with such issues as the legal classification of auctions the control of pre-contractual information the right to withdraw the control of unfair contract terms and much more, including the liability of intermediary online auction sites.The books listing of statutes and of cases from a number of jurisdictions is something of an education in itself, especially when you note the numerous references, for example, to cases involving eBay and a lot of top international brands. Also note the wealth of references to this and other prominent online players in the index at the back.The book, by the way, is one of the latest titles in Ashgates Markets and the Law series. Under the scrutiny of an impressive international editorial board, the series concerns itself with the way in which the law interacts with the market through various forms of regulation and the influence of regional and international organisations (e.g. EC and WTO).With its thorough and extensive analysis of this particular subject enlivened by its largely practical approach, this book is an important addition to Ashgates series. For academics and for IT lawyers especially, this is a pioneering work in an emerging field of law and therefore a brilliant find.The publication date is cited as at 2015.

Online auctions have undergone many transformations and continue to attract millions of customers worldwide. However these popular platforms remain understudied by legal scholars and misunderstood by legislators. This book explores the legal classification of online auction sites across a range of countries in Europe. Including empirical studies conducted on 28 online auction websites in the UK, the research focusses on the protection of consumers economic rights and highlights the shortcomings that the law struggles to control. With examinations into important developments, including the Consumer Rights Directive and the latest case law from the CJEU on the liability of intermediaries, Riefa anticipates changes in the law, and points out further changes that are needed to create a safe legal environment for consumers, whilst preserving the varied business model adopted by online auction sites. The study provides insights into how technical measures as well as a tighter legislative framework or enforcement pattern could provide consumers with better protection, in turn reinforcing trust, and ultimately benefiting the online auction platforms themselves.

'This book identifies an important gap in the academic literature and provides a rigorous examination on law applicable to online auctions. Christine Riefa pulls no punches in this invaluable book; her empirical research gives credibility to her findings.' Pablo Cortes, University of Leicester, UK 'This book offers a comprehensive survey of the most important developments in online auctions. This is an ambitious book containing valuable analysis of contract formation, consumer redress, unfair contract terms, and intermediary liability. Dr Riefa has managed to cover these topics in an informative and detailed manner. A must-have for IT lawyers.' Andres Guadamuz, University of Sussex, UK 'This book provides a thorough and detailed exploration of the legal protection of consumers using online auction platforms. The research and analysis is impressive in its scope and is underpinned by empirical surveys of 28 UK online auction sites. The book covers significant EU developments, but its analysis and recommendations are relevant to all jurisdictions aiming to develop a legal regime for the regulation of online auctions.' Kate Tokeley, Victoria University of Wellington, New Zealand 'This book presents an exhaustive overview of serious legal problems relating to one of the major e-commerce trading forms - online auctions - with a special focus on consumer protection rights, taking into account recent developments at the European level. It is one of those rare books which really provides an in-depth comparison of different jurisdictions and their approaches. Control of contract clauses and liability issues are excellently discussed.' Gerald Spindler, University of Goettingen, GermanyAbout the AuthorChristine Riefa is a Senior Lecturer in Law at Brunel University. Her research interests are in the areas of Internet Law and Consumer

Law. She has published widely on these and related topics. She is a board member of the International Association of Consumer Law, a Fulbright alumni and was awarded a scholarship of the Max Planck Institute for Comparative and International Private Law for the year 2015.