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**CORPORATE SOCIAL RESPONSIBILITY
FOR FAIR COMMERCIAL PRACTICES
AND INTELLECTUAL PROPERTY:
REAL POTENTIAL?**

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Table of contents

Acknowledgments	3
List of Abbreviations	5
Table of EU legislative and other measures	7
Table of EU member states legislative and other measures	11
Introduction	13
Sources and Methods	19
Chapter 1. From Sustainability to Corporate Social Responsibility	27
Chapter 2. EU approach to Corporate Social Responsibility	39
Chapter 3. European unfair competition law: protection against unfair commercial practices via UCPD	57
Chapter 4. Corporate Social Responsibility for the fairness of commercial practices in the EU	73
Chapter 5. EU approach to Intellectual Property	97
Chapter 6. Corporate Social Responsibility for Intellectual Property	109
Conclusion	121
Bibliography	125
Abstract	145
List of Tables	149
Reviews	151
Index	153