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0 of 0 people found the following review helpful. Very good experience overall By Ellie Yang Very insightful book. I've been looking for something like this for a while and am glad I came across this book on . Highly recommend for antitrust professionals and people interested in learning more about antitrust. Delivery was on-time - actually arrived a

bit earlier than the estimated delivery date.

In this book, ten prominent authors offer eleven contributions that provide their varying perspectives on the subject of consumer choice in the EU, Member States, and in the US. Various aspects of consumer choice are covered, such as the concept of freedom of choice in the application of EU competition law; the antitrust enforcement application of consumer choice by agencies; the historical origin of consumer choice as a concept grounded in German ordoliberalism; the economic approach adopted as well as the use of consumer welfare and consumer choice in EU competition law to reconcile it with intellectual property law; consumer choice as a mean to facilitate convergence between US antitrust law and EU competition law, etc. This volume offers readers an exhaustive and multifaceted discussion of the crucial concept of consumer choice and its relevance for modern competition law.

"This welcome book combines new and existing works on the consumer choice challenge to prevailing competition law models. It includes the important work of Averitt and Lande, who argue that price choices but especially non-price choices need to be taken seriously as a better way to identify harm to consumers. But prominent critics of the choice model, concerned by the risk of over-enforcement, are also featured in the book, as are more sympathetic essays that reveal the importance of consumer choice in the European context and highlight affinities with the 'economic liberty' model. Together these works are a useful prism through which to consider the merits and tradeoffs of the choice approach and how it might ideally promote pro-consumer product variety and innovation. Readers may then decide whether what is needed, depending on the jurisdictional context, is just a broader, choice-sensitive perspective or a fundamentally different conception of competition law." Mel Marquis, European University Institute