



Schwarzbuch Werbeverbote (German Edition)

E. Krug

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Sowohl in Brüssel als auch in Berlin werden Werbeeinschränkungen diskutiert, die im Endeffekt bei einigen Produktgruppen zum absoluten Werbeverbot führen würden. Um auf die Konsequenzen aufmerksam zu machen, hat der Zentralverband der Deutschen Werbewirtschaft (ZAW) das "Schwarzbuch Werbeverbote - Deformation der Marktwirtschaft" herausgegeben. Der Verband prognostiziert in seinem Schwarzbuch zum einen den Wandel von einer sozialen Marktwirtschaft hin zu einer "Marktregulierungswirtschaft" und zum anderen den Verlust vieler Arbeitsplätze.

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