



**The Protection of Personal and Commercial  
Reputation: A Study of the Law in Western  
Europe and the United States (IIC Studies (IIC =  
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*Robert M. Kunstadt, Kunstadt*

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# **The Protection of Personal and Commercial Reputation: A Study of the Law in Western Europe and the United States (IIC Studies (IIC = International Review of Industrial Property & Copyright Law))**

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## **The Protection of Personal and Commercial Reputation: A Study of the Law in Western Europe and the United States (IIC Studies (IIC = International Review of Industrial Property & Copyright Law))**

Robert M. Kunstadt, Kunstadt

This study focuses on Western European and American law designed to balance the interest in protecting personal and commercial reputation from abuse against the interest in the free flow of information. The author concentrates upon assertions falling within the area of conceptual overlap between the notions of personal and commercial reputation. He emphasizes those legal provisions that are applicable to the widest range of cases. Special doctrines or provisions, such as sovereign immunity or press statutes, which are of limited applicability, are not extensively treated.

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