

# Internetrecht Im E Commerce Xpert Press German Edition

Smart Urban MobilityDeutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen VeröffentlichungenIT Laws in the Era of Cloud-ComputingKürschners deutscher Gelehrten-KalenderFinancial SteeringEinführung in das InternetrechtThe Normative Order of the InternetInternet Banking and the Law in EuropeInternet Jurisdiction Law and PracticeProduct Lines for Digital Information ProductsThe Rights of Law Enforcement OfficersDie Neuerfindung des stationären EinzelhandelsTrends in Stem Cell Biology and TechnologyConsumer Data Protection in Brazil, China and GermanyProperty Rights in Personal DataDiscrimination and Privacy in the Information SocietyDigital RevolutionData Economy and Algorithmic RegulationAnglicisms in GermanRemuneration for the Use of WorksThe Enforcement of Directors' Duties in Britain and GermanyCyber-Physical SecurityDas Schweizer BuchBlockchain and the LawThe Truth MachineIntroduction to E-commerceTowards a Better Internet for Children?Sports Law in SwitzerlandThe Harmonization and Protection of Trade Secrets in the EUNew Online RetailingVirus BioinformaticsContractual ManagementInternetrecht im E-CommerceBig Data and LawPluralism Or Universalism in International Copyright LawFuture CodesBinding Corporate RulesBörsenblatt für den deutschen BuchhandelDigital Business

Leadership Deutsche Nationalbibliografie

## **Smart Urban Mobility**

Royalty payments are once again becoming a hot button issue for authors and artists, as well as other holders of copyright or related rights, because they fail to receive adequate compensation for the use of their work on the internet. This volume from the 2015 ALAI Congress contributes to the international discussion of this issue by examining the causes of the problem and possible solutions, including a set of business models to compensate for internet usage. The volume contains mainly English as well as French and Spanish contributions.

## **Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen**

Den Schwerpunkt des Buches bildet das „Internet der Dienste“, welches den E-Commerce prägt. Hier stehen Fragen des Vertragsschlusses im Internet, der Haftung für Inhalte unter Berücksichtigung domain- und markenrechtlicher Fragen sowie der Datenschutz, der Schutz von geistigem Eigentum und der faire Umgang im Wettbewerb im Mittelpunkt. Zunehmend verbindet sich das „Internet der Dienste“ jedoch mit dem „Internet der Dinge“. Auch die mit diesem „Internet der

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Zukunft“ verbundenen rechtlichen Probleme – wie Big Data oder der Vertragsschluss Mensch-Maschine – werden aufgegriffen. Dieses Buch erschließt das Internet für den E-Commerce aus rechtlicher Sicht. Es zeigt Unternehmen wie Verbrauchern ihre diesbezüglichen Rechte, Pflichten und Verantwortlichkeiten auf. Zielgruppe sind Praktiker sowie Studierende aus allen Fachrichtungen. Anhand eines durchgehenden Beispielfalls und der aktuellen Rechtsprechung werden die verschiedenen Themen anschaulich dargestellt.

### **IT Laws in the Era of Cloud-Computing**

The authors describe in detail what makes today's online retailing different and provide 8 central success factors for the new generation of Internet sales. Based on internationally recognized best practices, it becomes obvious what makes online retailers successful. The authors pull together “lessons learned” from the last 10 years, and give readers a tour of the future of online selling.

### **Kürschners deutscher Gelehrten-Kalender**

### **Financial Steering**

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This book is a guide to how financial steering is designed, measured and implemented with a special focus on the energy industry. The authors offer an overview of and practical insights into the links between financial steering and accounting, and the temporary cycles of investment, divestment, return and loss, market highs and lows that form the framework of the entire energy industry across all value chain stages. The faster and the larger the cash cycles of investments and their returns, the greater not only the value created, but also the potential loss if the financial steering is not properly designed and managed. Value and value generation require an understanding of how value is both defined and measured in both and how the business/project economics model of a company works - financial steering provides this. Further, the book also discusses accounting topics such as impairments, new IFRS standards and the impact of accounting on key performance indicators of financial steering, which are associated with these investment decision valuations. The combination of accounting with the cash flow perspective provides a complete understanding of selected practical topics of financial steering which are explained in detail in a large number of examples and case studies. The book is intended for a wide range of finance/controllers/treasury/accounting professionals and students. It is written in practical and simple terms to outline the financial steering concept and to bring it to life in daily work and in the decision making process for financial steering. All illustrated concepts are in the same manner relevant and applicable to all other asset-intensive industry sectors and their financial steering processes.

## **Einführung in das Internetrecht**

There is order on the internet, but how has this order emerged and what challenges will threaten and shape its future? This study shows how a legitimate order of norms has emerged online, through both national and international legal systems. It establishes the emergence of a normative order of the internet, an order which explains and justifies processes of online rule and regulation. This order integrates norms at three different levels (regional, national, international), of two types (privately and publicly authored), and of different character (from *ius cogens* to technical standards). Matthias C. Kettemann assesses their internal coherence, their consonance with other order norms and their consistency with the order's finality. The normative order of the internet is based on and produces a liquefied system characterized by self-learning normativity. In light of the importance of the socio-communicative online space, this is a book for anyone interested in understanding the contemporary development of the internet. This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is offered as a free PDF download from OUP and selected open access locations.

## **The Normative Order of the Internet**

## **Internet Banking and the Law in Europe**

Jurisdiction is a fundamental concept in law, as it provides the link between a government, its territory, and its people. Data travels through the internet without concern for any borders. This book argues how and why the concept of jurisdiction needs to be adapted across public and private areas - from criminal to commercial law.

## **Internet Jurisdiction Law and Practice**

Offers a detailed account of the influence of English in German based on a large scale corpus analysis of the newsmagazine "Der Spiegel". This book presents a study that is structured into three parts, each of which deals with fundamental questions and as of yet unsolved and disputed issues in the domain of anglicism research and language contact.

## **Product Lines for Digital Information Products**

In a world where powerful intermediaries like Google and Facebook are de facto regulators of the communication of copyright-protected works, the democratization of access to content has both substantially expanded the availability of new

markets and dramatically increased copyright infringements. Does this mean that the long-sought ideal of a "universal" copyright regulation, which would harmoniously combine effective protection of intellectual creations with public interest goals, is a lost cause? Taken together, the contributions to this insightful and thoroughly researched book suggest that despite the prevailing labyrinthine mosaic of divergent national responses to fragmentation at international level, the foundations of a universal approach can be found in the interaction of regional, national and international copyright law instruments when responding to current and emerging technologies. Emphasizing the adaptation of copyright law to the needs of the information society, this volume provides critical approaches by leading copyright scholars on whether pluralism or universalism is the appropriate path to follow for the development of international copyright law. The authors deal with such issues and topics as the following: the application of core copyright law principles worldwide; authorship, rights and exceptions in the international copyright acquis; Internet copyright enforcement; global collective management of copyright; copyright contracts; database and design rights; intermediary liability; the global reach of the U.S. Fair Use doctrine; World Intellectual Property Organization's role and strategy in international copyright lawmaking; and bilateral trade and investment agreements involving copyright. Specific evolutions and emerging trends in national and regional digital copyright laws are analyzed and assessed as they have developed in the European Union, the United States, Canada and Australia, as well as in several Asian and African countries.

Throughout, attention is paid to compatibility with the Berne Convention, the perceived core of copyright law in the international copyright acquis, and the key question of the balancing of copyright law with fundamental rights from an international and comparative law perspective. As a comprehensive analysis of how core copyright law concepts and principles function in today's fragmented copyright legal system, this book has no peers. Its detailed treatment of numerous specific instruments and regimes, as well as its insightful approaches to the future of international copyright lawmaking, will prove of immeasurable value to lawyers, judges, policy makers, academics and researchers working in the field of copyright law.

## **The Rights of Law Enforcement Officers**

Rechtliche Rahmenbedingungen rund um Internet und Informatik Das vorliegende Buch behandelt Grundlagen des Rechts mit besonderem Bezug zum Internet bzw. der Informatik. Besonderes Augenmerk liegt auf Verständlichkeit für Nicht-Juristinnen und -Juristen sowie konkreten Praxisbeispielen, welche die Befassung mit diesem Thema erleichtern. Der inhaltliche Bogen der behandelten Gebiete spannt sich von Rechten an Domainnamen, Werbung im Internet und Provider-/Linkhaftung über Urheberrecht und Datenschutz bis hin zu Vertragsabschluss und Konsumentenschutz im Fernabsatz, elektronische Signaturen sowie das Internet-Strafrecht.

## **Die Neuerfindung des stationären Einzelhandels**

Der Band analysiert die neue Blockchain- und Distributed-Ledger-Technologie (DLT) sowie das Bitcoin-System im Hinblick auf ihre Auswirkungen auf Recht, Vertragsgestaltung und digitale Wirtschaft. Aus einer internationalen und europäischen Perspektive geschrieben, hilft es juristischen Praktikern, aber auch Unternehmern, IT-Spezialisten, Entwicklern und IT-Managern beim Verständnis und der Gestaltung von DLT- und Blockchain-Technologien. Aus dem Inhalt Chapter I Blockchains and DLT in the digital economy Chapter II Blockchains, DLT – basic terms Chapter III Blockchains in finance Chapter IV Durable media with blockchain technology Chapter V "Smart Contracts" Chapter VI The future of blockchain solutions in legal regulations (an initiated discussion).

## **Trends in Stem Cell Biology and Technology**

Personal data, at least in the European legal lexicon, is not a conventional object of property rights. Yet, regardless of the actual legal circumstances, lively markets in personal data have become a reality. The so-called information industry routinely collects and deals in databases containing personal details of people as both citizens and consumers, and appears to regard this data as its property. Moreover, individuals also treat data pertaining to them as their own, and habitually disclose

personal data in exchange for money, goods, services, and online social interaction. This important new book defends the ground-breaking proposal to propertise personal data. Propertisation arguably improves the position of a data subject to exercise control over his/her personal data by creating more effective tools of accountability and monitoring. It can also be used, the author shows, to enforce existing data protection rights as expressed in the EC Data Protection Directive (1995), Council of Europe Convention for the Protection of Human Rights and Fundamental Freedoms (1945) and Convention No. 108 (1981). This book inquires to what extent the propertisation of personal data is legally possible in Europe, and examines what benefits and limitations would ensue. It provides: a systematic understanding of the developments and concerns with regard to personal data; a detailed examination of the main arguments for and against the concept of property in personal data; and a European perspective on property rights in personal data. The result is a book full of original insights that breaks new ground in addressing the problems of personal data in the European law of data protection and informational privacy."

## **Consumer Data Protection in Brazil, China and Germany**

This book addresses the growing importance of trade secrets in today's society and business and the related increase in litigation, media and scholarly attention, using the new EU Trade Secrets Directive as a prism through which to discuss the

complex legal issues involved. Written by a team of international experts, it discusses and analyses national implementation of the Directive and explores the effects of the new regime on contentious issues and crucial sectors such as big data and AI.

## **Property Rights in Personal Data**

## **Discrimination and Privacy in the Information Society**

## **Digital Revolution**

The rapid development of new information and communication technologies has changed people's everyday life and consumption patterns significantly. The worldwide spread of those technologies provides many innovations for consumers, but it can also bear risks, such as the indiscriminate collection, storage and cross-border flow of personal data, illegal spying on Internet activities, dissemination of personal information, and abuse of user passwords. The study deals with the current state of consumer data protection law in Brazil, China and Germany from a comparative perspective. It covers the main legal issues of consumer privacy and

data protection in these countries and seeks to explain current issues and case law concerning consumer data protection from a practical perspective.

## **Data Economy and Algorithmic Regulation**

Vast amounts of data are nowadays collected, stored and processed, in an effort to assist in making a variety of administrative and governmental decisions. These innovative steps considerably improve the speed, effectiveness and quality of decisions. Analyses are increasingly performed by data mining and profiling technologies that statistically and automatically determine patterns and trends. However, when such practices lead to unwanted or unjustified selections, they may result in unacceptable forms of discrimination. Processing vast amounts of data may lead to situations in which data controllers know many of the characteristics, behaviors and whereabouts of people. In some cases, analysts might know more about individuals than these individuals know about themselves. Judging people by their digital identities sheds a different light on our views of privacy and data protection. This book discusses discrimination and privacy issues related to data mining and profiling practices. It provides technological and regulatory solutions, to problems which arise in these innovative contexts. The book explains that common measures for mitigating privacy and discrimination, such as access controls and anonymity, fail to properly resolve privacy and discrimination concerns. Therefore, new solutions, focusing on technology design, transparency and accountability are

called for and set forth.

## **Anglicisms in German**

A test bank features 80 questions per chapter designed to test students on knowledge and comprehension of topics.

## **Remuneration for the Use of Works**

This book focuses on the vulnerabilities of state and local services to cyber-threats and suggests possible protective action that might be taken against such threats. Cyber-threats to U.S. critical infrastructure are of growing concern to policymakers, managers and consumers. Information and communications technology (ICT) is ubiquitous and many ICT devices and other components are interdependent; therefore, disruption of one component may have a negative, cascading effect on others. Cyber-attacks might include denial of service, theft or manipulation of data. Damage to critical infrastructure through a cyber-based attack could have a significant impact on the national security, the economy, and the livelihood and safety of many individual citizens. Traditionally cyber security has generally been viewed as being focused on higher level threats such as those against the internet or the Federal government. Little attention has been paid to cyber-security at the

state and local level. However, these governmental units play a critical role in providing services to local residents and consequently are highly vulnerable to cyber-threats. The failure of these services, such as waste water collection and water supply, transportation, public safety, utility services, and communication services, would pose a great threat to the public. Featuring contributions from leading experts in the field, this volume is intended for state and local government officials and managers, state and Federal officials, academics, and public policy specialists.

## **The Enforcement of Directors' Duties in Britain and Germany**

The employment rights of police officers are often ill understood and sporadically enforced. The Rights Of Law Enforcement Officers is designed to be a comprehensive review of those rights. The book is designed for the layperson, yet contains the supporting case law and statutory citations necessary to make it a reference tool for attorneys.

## **Cyber-Physical Security**

This book is a legal practice guide for the collection, storage and analysis of personal and other data in Big Data applications. It contains numerous guidelines

and graphic illustrations/graphics to offer well-founded, practice-oriented support. The book illuminates the legal scope of Big Data and at the same time closes a gap in the legal literature on the subject. Its content goes beyond the purely data protection law view and combines questions in the Big Data environment, among others, from the legal sources, the protection of industrial property rights and data protection. In addition to personal data, the book also looks at non-personal data (technical data or anonymous data), which is often mixed together for Big Data analyses. These different types of data may originate from different rightholders, may be subject to different national laws, may require different legal bases and/or may be used for different analysis purposes.

## **Das Schweizer Buch**

This new handbook takes an innovative look at the current and potential effects of big data and artificial intelligence on the legal system. It explains how technological advances in data collection and information processing will make it possible to change the design of legal rules and tailor them to specific individuals. This new type of “granular legal norms” is part of a broader trend towards algorithmic regulation in the emerging data economy. With practical examples from contract, consumer and tort law, leading experts from Canada, Europe, Israel, and the United States explain how and to what extent legal norms could be personalised. They explore the advantages, limitations and potential dangers of

legal micro-targeting and explain how the personalisation of legal norms could change the relationship between individuality, privacy and the protection of general interests. This handbook offers a multi-faceted overview of the emerging field of “personalised law” and provides a unique source of inspiration for scholars, lawyers, judges and lawmakers.

## **Blockchain and the Law**

"The creation of a single digital single market is one of the key objectives of the European Commission. The work deals with the challenges for European contract law in the areas of 3D printing, sharing economy and Internet of Things. The proliferation of digital products, and particularly the Internet of Things, the sharing economy and of 3D printing make the legislator and jurisprudence with new challenges. The band is made up in this context, inter alia, with the impact on contractual obligations, the effects of the contractual and non-contractual liability as well as the notion of consumer apart."--Résumé de l'éditeur.

## **The Truth Machine**

Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical analysis of sports law in Switzerland deals with the regulation of sports

activity by both public authorities and private sports organizations. The growing internationalization of sports inevitably increases the weight of global regulation, yet each country maintains its own distinct regime of sports law and its own national and local sports organizations. Sports law at a national or organizational level thus gains a growing relevance in comparative law. The book describes and discusses both state-created rules and autonomous self-regulation regarding the variety of economic, social, commercial, cultural, and political aspects of sports activities. Self-regulation manifests itself in the form of by-laws, and encompasses organizational provisions, disciplinary rules, and rules of play. However, the trend towards more professionalism in sports and the growing economic, social and cultural relevance of sports have prompted an increasing reliance on legal rules adopted by public authorities. This form of regulation appears in a variety of legal areas, including criminal law, labour law, commercial law, tax law, competition law, and tort law, and may vary following a particular type or sector of sport. It is in this dual and overlapping context that such much-publicized aspects as doping, sponsoring and media, and responsibility for injuries are legally measured. This monograph fills a gap in the legal literature by giving academics, practitioners, sports organizations, and policymakers access to sports law at this specific level. Lawyers representing parties with interests in Switzerland will welcome this very useful guide, and academics and researchers will appreciate its value in the study of comparative sports law.

## **Introduction to E-commerce**

Der Band dokumentiert die Ergebnisse und Empfehlungen einer Analyse zur Frage, wie sich IT-Gesetze entwickeln sollten, unter der Prämisse, dass die heutige und zukünftige Informations- und Kommunikationstechnologie durch Cloud Computing geprägt ist. Insbesondere entwickelt sich diese Untersuchung auf einer vergleichenden und einer interdisziplinären Achse, d.h. als Rechtsvergleich zwischen EU und US-Recht und interdisziplinär zwischen Recht und IT. Die Arbeit konzentriert sich auf den Schwerpunkt vom Datenschutz und Datensicherheit in Cloud-Umgebungen und analysiert drei Hauptherausforderungen auf dem Weg zu einer effizienteren Cloud-Computing-Regulierung: Verständnis der Gründe für die Entwicklung divergierender Rechtsordnungen und Denkschulen zum IT-Recht Gewährleistung der Privatsphäre und Datenschutz in der Cloud konvergierende Regulierungsansätze für die Cloud in der Hoffnung auf eine harmonisierte Landschaft von IT-Gesetzen in der Zukunft.

## **Towards a Better Internet for Children?**

The study of stem cell research has recently gained the attention from a growing, multidisciplinary community of scientist; this exponential growth of interest is driven by the hope of discovering cures for several diseases through

transplantation medicine. Trends in Stem Cells Biology and Technology aptly serves this developing community as it reveals new aspects of stem cell research by specifically covering studies focused on spermatogonial stem cells, uniparental embryonic stem cell lines, the generation of gametes from stem cells, reprogramming germ cells to stem cells, nuclear and somatic cell genetic reprogramming, tissue engineering and mechanotransduction of stem cells and finally the development of stem cell technologies for the treatment of deafness, heart disease, corneal injury and diabetes. With contributions by leading scientists and renowned scholars, Trends in Stem Cells Biology and Technology offers a wide audience cutting edge information at a crucial time in this ever expanding field.

## **Sports Law in Switzerland**

Dieses Buch geht auf die besonderen Herausforderungen an den stationären Handel im digitalen Zeitalter ein. Anliegen von Gerrit Heinemann ist es vor allem, die lokalen Händler wachzurütteln und ihnen einen Weg aufzuzeigen, wie sie sich neu erfinden können. Diese haben nur eine Zukunft, wenn es ihnen gelingt, die Chancen des Internets zu nutzen. Dabei geht es nicht nur um einen zukunftsfähigen Online-Shop und seine Verknüpfung mit dem stationären Geschäft in Form von Multi-Channel-Services, sondern vor allem auch um zukunftsfähige Konzepte für die stationären Formate, damit Sie gegen die brutale Online-Konkurrenz eine Chance haben. Der Autor erläutert, wie der stationäre Handel neu

erfunden werden und sich an den vom Kunden gelernten Erfolgsprinzipien des Online-Shoppings ausrichten kann. Dazu werden auch aktuelle Veränderungen im Kundenverhalten beschrieben und neue Wege zu einer Digitalisierung der Innenstädte sowie einer Neuausrichtung der Shoppingcenter aufgezeigt. Als Vorbild dient die Umsetzung der von Amazon erfundenen Kundenzentralität sowie der ultimativen Usability für Stadt und Handel der Zukunft. Der Inhalt- Der stationäre Handel im digitalen Zeitalter- Herausforderungen des stationären Handels- Neuerfindung des stationären Handels- Digitale Innenstadt und Shoppingcenter der Zukunft- Risk-Benefit im Handel der Zukunft

## **The Harmonization and Protection of Trade Secrets in the EU**

The Concept Contractual Management offers a holistic approach to managerial decision-making based on contracts or business processes that are related to contracts. It explains management from the point of view of the contract, just as it interprets the contract from the point of view of management. Thus, the approach highlights the great inherent potential of contracts for managing companies, transactions and business relationships. The book addresses students as well as practitioners and gives insights into the usage of contracts to manage companies or relationships. It covers contract handling from preliminary deliberations to negotiations, implementation, and all the way to the evaluation of the contract within the company. Furthermore, it provides competencies to design and

implement a contract and to organize the relevant processes. The Content In Part 1, the book explains the theoretical foundations of Contractual Management; in Part 2, the application of the approach is illustrated through case studies which cover various sectors, industries, company sizes, contract types, and management situations. Theory part: Contractual Management – A Holistic Approach to a Diverse Issue. Case study part: 11 case studies arranged according to specific contract-related topics: Information and Communication – Change – Enterprise Networks – Conflict – Accounting and Financing – Legal Compliance – Societal Steering. The Editors Professor Dr. Ralph Schuhmann: After holding a senior management position in industry, Ralph Schuhmann now teaches Business Law at Ernst-Abbe-Hochschule in Jena, Germany. He is the scientific director of the Contractual Management Institute at SRH Hochschule Berlin and has published various articles on contract law and contract management. Professor Dr. Bert Eichhorn: Before his appointment as professor for International Law and Business Law at SRH Hochschule Berlin, Bert Eichhorn worked as a legal consultant at the EU Parliament and as a lawyer. He has published numerous articles in national and international scientific journals in the area of contract management and international law. He is the managing director of the Contractual Management Institute at SRH Hochschule Berlin.

## **New Online Retailing**

Virus bioinformatics is evolving and succeeding as an area of research in its own right, representing the interface of virology and computer science. Bioinformatic approaches to investigate viral infections and outbreaks have become central to virology research, and have been successfully used to detect, control, and treat infections of humans and animals. As part of the Third Annual Meeting of the European Virus Bioinformatics Center (EVBC), we have published this Special Issue on Virus Bioinformatics.

## **Virus Bioinformatics**

## **Contractual Management**

Written for attorneys and computer professionals, this book addresses topical issues such as intellectual property, virtual reality, artificial intelligence, and Internet law. The author suggests several solutions to current problems--from changes in the law, to encryption and other technical responses, to a fundamental shift in social and legal thinking to accommodate emerging technologies.

## **Internetrecht im E-Commerce**

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"Views differ on bitcoin, but few doubt the transformative potential of Blockchain technology. The Truth Machine is the best book so far on what has happened and what may come along. It demands the attention of anyone concerned with our economic future." —Lawrence H. Summers, Charles W. Eliot University Professor and President Emeritus at Harvard, Former Treasury Secretary From Michael J. Casey and Paul Vigna, the authors of The Age of Cryptocurrency, comes the definitive work on the Internet's Next Big Thing: The Blockchain. Big banks have grown bigger and more entrenched. Privacy exists only until the next hack. Credit card fraud is a fact of life. Many of the "legacy systems" once designed to make our lives easier and our economy more efficient are no longer up to the task. Yet there is a way past all this—a new kind of operating system with the potential to revolutionize vast swaths of our economy: the blockchain. In The Truth Machine, Michael J. Casey and Paul Vigna demystify the blockchain and explain why it can restore personal control over our data, assets, and identities; grant billions of excluded people access to the global economy; and shift the balance of power to revive society's faith in itself. They reveal the disruption it promises for industries including finance, tech, legal, and shipping. Casey and Vigna expose the challenge of replacing trusted (and not-so-trusted) institutions on which we've relied for centuries with a radical model that bypasses them. The Truth Machine reveals the empowerment possible when self-interested middlemen give way to the transparency of the blockchain, while highlighting the job losses, assertion of special interests, and threat to social cohesion that will accompany this shift. With

the same balanced perspective they brought to *The Age of Cryptocurrency*, Casey and Vigna show why we all must care about the path that blockchain technology takes—moving humanity forward, not backward.

## **Big Data and Law**

The digital era shows an unprecedented worldwide flow of data within multinational companies and their external service providers. Binding Corporate Rules (BCRs) are designed to allow these companies to transfer personal data across borders in compliance with EU Data Protection Law. This is the first work to give an in-depth assessment of the BCR regime. It discusses the origins of the regime and the material requirements of BCR, as well as how they should be applied in practice and made binding on the companies and employees. It also covers how BCRs may provide for enforceable rights for the beneficiaries of the regime and how they should be brought in line with requirements of European rules on private international law. The work also analyses a number of significant academic debates in the areas of transnational private regulation and data protection. It reflects on the debates as to the legitimacy of transnational private regulation as a method of regulating corporate conduct and also focuses on the merits and shortcomings of BCR as a method for regulating global data transfers. This book is essential reading for those who need to understand more about the BCR regime, and require insight into how cross-border data transfers could be

better protected in the future.

## **Pluralism Or Universalism in International Copyright Law**

This book provides specialists and executives with a clear, yet practical set of recommendations to meet the challenges of digital transformation and ensure long-term success as a leader in a primarily digital business world. The authors describe the fundamental principles of digitization and its economic opportunities and risks, integrating them into a framework of classic and new management methods. The book also explores how increasing digitization – not only of communication, but of complete value chains – has led to a need to establish a digital business leadership. Digitization is changing people and markets: it causes the upheaval of entire industries, creates new digital-centric companies, and forces established companies to cope with the transformation activities associated with these digitization processes. New approaches and methods have to be learned, tried and tested patterns of thinking have to be explored, and last but not least, innovation activities have to be understood as continuous necessities. At the same time, digital business offers considerable opportunities for renewing competitive advantages, improving existing process structures and realigning products, services and business models.

## **Future Codes**

The European Union has long sought to create a single financial area across Europe where consumers in one country benefit from financial markets and activities in other countries. With the emergence of the Internet as a platform for the provision of online banking services, the creation of a pan-European market for banking services appeared a realistic proposition. In practice, however, this has not happened. This book asks why and argues that the creation of banking markets via the Internet relies on both available technologies and appropriate laws and regulations. The institutional and legal framework for online banking services in the single European market are examined, as is the level of legal harmonization achieved in the UK, France and Germany under the influence of the EU Directives pertaining to online banking activities.

## **Binding Corporate Rules**

Contributors, all members of the now 33-country EU Kids Online network, seek to add to a growing literature on policy matters regarding internet regulation and governance as the Internet enters a new phase of maturity with near universal access and use. European in scope but international in outlook, the chapters in this collection seek to raise critical debate on just how mainstream are policies to

protect young people, promote their best interests online and empower them to avail of the full range of digital opportunities? Against a background of increased international tension and debate over whether the internet should be regulated at all, contributors adopt a somewhat different position and assess the forms, contexts and evidence in favour of action - regulatory and otherwise - needed to support safer and better outcomes for young people.

## **Börsenblatt für den deutschen Buchhandel**

## **Digital Business Leadership**

Each volume includes "Wissenschaftliche zeitschriften."

## **Deutsche Nationalbibliografie**

The power to control litigation in the company's name is normally vested in the board of directors. This gives rise to a conflict of interest whenever some or all of the directors breach their duties. In such a situation, the board's decision whether or not to litigate is potentially tainted because the wrongdoers are part of the decision-making process. The board as a whole is therefore an unsuitable decision-

making body and the following question arises: who should decide whether it is in the company's interest to initiate litigation against the alleged wrongdoers? There are a number of different persons and bodies in which the decision-making power could be vested. The British approach is the reversion of management power to the shareholders in general meeting and, in certain restricted situations, the availability of the derivative action brought by a shareholder on behalf of the company. Both mechanisms give rise to significant difficulties. This book begins by explaining the board's conflict of interest, sets out a theoretical framework of legal strategies that cover the whole range of approaches to deal with it and analyses their strengths and weaknesses. The analysis consists of an assessment and comparison of four models of the enforcement of directors' duties, which are based on the current law and reform proposals in Britain and Germany. Particular reference is made to recent case law and its practical implications.

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