

12-1-2003

We've Come a Long Way Baby (Or Have we?): Banning Tobacco Advertising and Sponsorship in the European Union

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Recommended Citation

Melissa Alegre, *We've Come a Long Way Baby (Or Have we?): Banning Tobacco Advertising and Sponsorship in the European Union*, 26 B.C. Int'l & Comp. L. Rev. 157 (2003),
<http://lawdigitalcommons.bc.edu/iclr/vol26/iss1/9>

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bition of tobacco advertising and sponsorship, which has a more limited scope than the Directive, would most likely withstand a legal challenge to its validity. Finally, the Community should propose a new directive similar in scope to the one annulled under the public health provisions of the Treaty of Amsterdam.