

# Contents

|  |            |
|--|------------|
| <i>List of Figures</i>   | <i>vii</i> |
| <i>List of Tables</i>  | <i>ix</i>  |
| <i>Preface</i>   | <i>xi</i>  |
| Introduction: Rights Talk in the Domain of Supply and Demand   | 1          |
| <b>PART I: THEORETICAL ISSUES</b>  |            |
| 1 A Fracas in the Cosmetics Market: Competing Rights and the Spectrum of Economic Actors   | 7          |
| 2 <i>The Sun</i> , Liverpoollians and ‘The Truth’: A Corporate Right to Human Rights?  | 23         |
| 3 Profit in the Beef Industry and Human Health: Consumer Rights as Basic Human Rights  | 53         |
| 4 Taking the WTO to Task in Seattle: Basic Rights Protection as a Legal Strategy and the Political and Legal Leverage of Rights Argument | 81         |
| <b>PART II: TESTING GROUNDS</b>  |            |
| 5 Antitrust Recidivists as Rights Crusaders: Fashioning Producer Rights in Europe  | 103        |
| 6 The European Laboratory: The Construction of Consumer Rights in Europe   | 125        |
| 7 Transatlantic Trade Wars: Producer and Consumer Rights on the Global Stage   | 167        |
| 8 Freedom of Expression in the Market Place  | 197        |
| <b>PART III: CONCLUDING COMMENTS</b>   |            |
| 9 Rights Talk in the Market Place: ‘Nonsense upon Stilts’?   | 229        |

*Select Bibliography*

245

*Index*

251