

# Consumer protection in the age of the information economy

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Description: -

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Markets and the law  
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## Consumer Protection in the Age of Borderless Markets and the Information Revolution

Introduction Global Economy is the result of increasing economic interdependence of national economies across the world through a rapid increase in cross border movement of goods, services, technology and capital. Unfamiliarity with the ground rules for advertising may also be a problem when advertisers from other countries start to appear on the Internet. In 1992, I participated in the founding of the International Marketing Supervision Network, an international body of criminal and civil law enforcement agencies having responsibilities to protect consumers against fraud.

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Second, even assuming that an order is issued in absentia, the Commission likely would encounter difficulty in enforcing such an order against persons or assets located outside the United States. The authors, internationally renowned experts, from diverse areas such as consumer issues in technology markets, contract, and intellectual property provide a fresh perspective on these topics.

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When American courts impose orders freezing assets to preserve marketers' funds for future consumer redress, significant problems arise when the assets are located outside of the United States. The Commission has been grappling for some time with the related problem of fraudulent transfers of assets from United States marketers to foreign countries.

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