

TABLE OF CONTENTS

See front of each chapter for detailed summaries of contents

Chapter 1:	INTRODUCTION
Chapter 2:	HISTORICAL ORIGINS
Chapter 3:	SUBSTANTIVE REACH OF CALIFORNIA'S UNFAIR BUSINESS PRACTICES ACT (BUS. & PROF.C. §17200)
Chapter 4:	THE LAW OF FALSE ADVERTISING
Chapter 5:	DEFENDING CLAIMS BROUGHT UNDER CALIFORNIA'S UNFAIR COMPETITION AND FALSE ADVERTISING LAWS
Chapter 6:	WHO MAY BE LIABLE?
Chapter 7:	PROCEDURE UNDER THE UNFAIR COMPETITION LAW
Chapter 8:	REMEDIES AVAILABLE FOR UNFAIR BUSINESS PRACTICES
Chapter 9:	LAW ENFORCEMENT CASES
Chapter 10:	THE CONSUMERS LEGAL REMEDIES ACT
Appendix A:	TEXT OF BUSINESS & PROFESSIONS CODE SECTIONS 17200 AND 17500 AND SELECTED ACCOMPANYING PROVISIONS
TABLES OF AUTHORITIES	
INDEX	