

American Bar Association, Section of Antitrust Law, Monograph 26, *Electronic Commerce: Antitrust and Consumer Protection in the Information Age* (2011)

The ABA Antitrust Section has a long-standing monograph series designed to explore in depth advanced antitrust issues. Past monographs have included the scope of the Federal Trade Commission Act, theories of non-price predation, the state action defense, special defenses in foreign commerce antitrust, the rule of reason, antitrust exemptions, and other timely and complicated subjects. The latest in this series examines the law and economics of antitrust and consumer protection issues in electronic commerce.

The monograph handles these complex and interwoven issues in an effective manner thanks to the efforts of a drafting committee led by the distinguished economist David Evans. The volume begins with an introductory chapter on the economics of commerce transacted over the internet or other electronic networks. Chapter two continues with an in-depth analysis of the relevant market for such transactions, including the critical question of whether, and to what extent, on-line commerce competes with sales in the bricks and mortar world. In depth chapters follow on the antitrust issues involved in mergers and acquisition in e-commerce; antitrust and intellectual property issues involving internet commerce, information exchange, and distribution. The focus then shifts to more consumer protection issues with helpful, but shorter, chapters on privacy and advertising issues for electronic commerce. All of these diverse and complicated topics are covered in about 250 pages making this monograph an excellent starting place for background research on this critical and rapidly evolving area of the economy and legal practice.

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