

## **Abstract**

Thesis title: Aggressive business practices in competition

This thesis deals with an analysis of aggressive business practices within competition, focusing on aggressive business practices in relation to other competitors, i.e. B2B relations. The thesis is divided into four chapters with an unnumbered introduction and conclusion. The most crucial part of the thesis can be found in the second and third chapter. The first chapter introduces reader to the issue of unfair competition. In particular, the chapter deals with the analysis of the general clause, as the key provision within the private law framework of unfair competition. Above mentioned is the reason of a brief historical development of this provision being also included in this chapter. Furthermore, the chapter considers the adaptation of unfair competition among the European Union. The second chapter deals with the analysis of the factual phenomena of aggressive business practices, namely denigration (section 2984), unlawful comparative advertising (section 2980) and breach of trade secrets (section 2985), considering the newly adopted directive on the protection of undisclosed know-how and business information (trade secrets). The chapter also incorporates relevant case law. Third chapter deals with aggressive business practices sanctioned by the general clause against unfair competition, focusing on new entrant's predatory pricing, guerrilla marketing, and cybersquatting, while also including a detailed analysis of the war of competitors in the field of bus transport in the Czech Republic. The final chapter of the thesis deals with the means of protection against aggressive forms of unfair competition, drawing the attention to the specifics of such defense. The chapter deals mainly with the possibilities of defense within private law, however first subchapter deals with criminal sanctions against such act which fulfills the characteristics of the general clause only. The conclusion of the thesis then summarizes the findings, which the author made in the work process.