

Internet and insurance distribution – price comparison websites

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SUMMARY

While Serbian insurance market has yet to encounter mass phenomena of price comparison websites, on developed insurance markets, such websites and generally online distribution of insurance, represent the fastest growing distribution channel. Therefore, this paper examines the concept of price comparison websites, some legal challenges and practical problems accompanying this type of insurance distribution, as well as relevant recommendations and best practices for regulating price comparison websites.

Keywords: insurance price comparison websites, online insurance distribution

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