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Nota di contenuto	The Europeanization of public affairs -- The playing-field: EU common decision-making -- Pushing the buttons of 'Brussels' -- Getting grip on an EU arena -- Managing the home front -- Managing the EU fieldwork -- The limits of EU public affairs management -- Public affairs, lobbying, and EU democracy.
Sommario/riassunto	Every day in Brussels, countless governmental and civil society interest groups seek to influence the policies of the European Union (EU). Many groups, once they have established themselves in the EU capital, apply the insights of Public Affairs (PA) management, the modern art of lobbying. Many PA practitioners in the EU as well as academics specialised in EU and PA studies developed fresh insights on 'how to influence the EU better'. This manual brings together the most up-to-date collection of PA expertise available to anyone desiring to enhance the success of their efforts to influence the EU. This new edition of the best-selling title is filled with new details, cases, findings and practices. This fully revised and updated fourth edition of the 2002 bestseller offers compelling new insights into the most advanced practices of influencing the decision-making in the European Union's corridors of power. The author's uniquely privileged position as advisor to a wide range of lobby groups from several different countries throws much-

needed light on best practice and success in public affairs
management.
