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Nota di contenuto	Influence and Interests in the European Union: The New Politics of Persuasion and Advocacy; Copyright; Contents; The Editors; The Contributors; Abbreviations; Chapter 1: Introduction: The New Politics of Persuasion, Advocacy and Influence in the European Union; Part 1: New Bottles for New Wine?; Chapter 2 Advocacy, Influence and Persuasion: Has it All Been Overdone?; Chapter 3 Beyond Corporatism and Pluralism: Towards a New Theoretical Framework; Part 2: European Union Actors and Interest Representation Chapter 4 When the European Union is a Lobbyist: The European Commission and External Trade Chapter 5 The European Parliament as Entrepreneur: New Trends, New Challenges; Part 3: New Issues in European Union Interest Representation; Chapter 6 'Frame Bridging' and the New Politics of Persuasion, Advocacy and Influence; Chapter 7 Interest Representation and Legitimacy in the European Union: The New Quest for Civil Society Formation; Chapter 8 The Europeanization of

Interest Representation: The Case of United Kingdom Environment Policy

Chapter 9 Coming to Terms with European Union Lobbying: The Central and Eastern European Experience

Chapter 10 Regulating Satellite Television: A Failure of the European Union Governance?; Index

Sommario/riassunto

Clearly discusses the impact and uses of interest representation in the development of the EU system.* Examines the complexities of representation at EU level, a vital issue for potential lobbyists and interest groups* Charts new trends and issues such as enlargement, Europeanization and Central and Eastern Europe* Contributions by acknowledged experts with a proven track record of research and publication in this field, including seven current and past practitioners of EU politics with experience as lobbyists from either institutional, NGO or corporate perspective