



# EU Lobbying Handbook

*By Dr Andreas Geiger M.E.S.*

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## **EU Lobbying Handbook** By Dr Andreas Geiger M.E.S.

This manual for EU lobbying shows you how to get your voice heard in the increasingly louder environment of EU politics - and how to get your arguments considered in a world of information overflow. Whether you represent a stakeholder from Europe, the US, Russia, China, India or elsewhere - the intention of this book is to help you find your way through the jungle of EU decision making. Written based on personal experience in the field, the book is also a testimonial of the appeal of the profession today. Addressing the reader directly, the author gives introductions both to the peculiarities of European policy making and to the everyday pitfalls and challenges in the work of an EU lobbyist. A concise toolkit of methods and tactics is provided in order to make influencing the EU political process more successful. Insightful contributions of high-profile guest authors provide a wide range of perspectives on the political implications of public affairs management and interest representation. These illustrations of what makes lobbying in the EU such a challenging task represent a valuable asset of this remarkably easy to read guide to the Brussels labyrinth. Amongst the guest authors are: Maros Sefcovic, Vice President of the European Commission, Institutional Relations and Administrations; Alexander Schaub, former Director General Internal Market and Services of the European Commission; Gerard Collins, former President of the Council of the European Union and Irish Minister for Foreign Affairs.

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## **Editorial Review**

### **About the Author**

Dr Andreas Geiger is the Managing Partner of Alber & Geiger, a leading EU government relations law firm. He started his career in the Cabinet of the Advocate General at the European Court of Justice in Luxembourg, was an attorney at law firm TaylorWessing in Dusseldorf and Brussels, head of the EU Law Center of Ernst & Young in Brussels, and European President & CEO of US lobbying firm Cassidy & Associates.

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