

# The standard work on successful interest representation in the EU

In this new edition, the founder of the EUTOP Group, one of the most successful lobbying companies in the EU, bundles experience acquired over more than three decades to form a scientific theory on governmental relations. It focuses on the insight that, in view of the increasingly complex decision-making structures of the EU, knowledge of decision-makers and decision-making processes is at least equally as important to success as content aspects for companies and lobbyists. In a new chapter, the author sets out the formula for successful and science-based interest representation developed by him from his practical experience.

Mandatory reading for all actors on the "stage of the European Union" – EU member states, EU regions, companies, associations, organisations and journalists.



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From 1988 to 2021, Prof. Klemens Joos studied, earned his doctorate and finally taught at the Faculty of Business Administration at Ludwig Maximilian University (LMU) Munich. With his doctoral thesis in 1998, he demonstrated the significance of the primary legislative framework of the EU for business administration and representing the interests

of companies. Prof. Joos has been lecturing at the Technical University of Munich (TUM) since 2021, and as honorary professor for Business Administration – Political Stakeholder Management – since 2022.

Prof. Joos is the founder and managing partner of EUXEA Holding GmbH, a Group comprising 18 companies, as well as a member of the board of the European Academy of Bavaria and a holder of the Bavarian Order of Merit.

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Successful lobbying through process competence  
in the complex decision-making system  
of the European Union

2nd revised and extended edition

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