

Convincing Stakeholders

Winter Term 2017/2018

Chapter 1

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Guest lecture (19th October)



Dr. Klemens Joos

Founder and CEO, EUTOP, Munich

„Managing Governmental Relations“

- Dr. Klemens Joos studied business administration at Ludwig-Maximilians-Universität (LMU Munich) in Munich where he obtained his doctorate on the topic of »Representing the Interests of German Companies vis-à-vis the Institutions of the European Union« in February 1998.
- After working as a personal assistant to a Member of the European Parliament, he founded EUTOP International GmbH in 1990.
- His doctorate was followed by further publications on the topic of lobbying
- Since 2013, Dr. Joos has also been employed at the School of Management at LMU Munich, where he lectures on lobbying as part of stakeholder management