EU Merger Policy Reform 2004 - An Empirical Analysis This book addresses these questions, bringing together a number of leading economists and authoritative commentators on mergers and merger policy. European Mergers and Merger Policy - Matthew Bishop, J. A Kay

The book itself is a 'European' edition of Mergers and Merger Policy edited by James A. Fairburn and John Kay (OUP, 1989). Two chapters (on market structure and performance; and on the evolution of merger policy in Britain) from that book are included here without alteration. Other chapters have been updated and to these have been added entirely new chapters on the European dimension of merger activity, regulation and the European community, and on the options open to European companies. Show more. European Mergers and Merger Policy. Edited by Matthew Bishop and John Kay. Author Info Why are mergers examined at the European level? While companies combining forces (referred to below as mergers) can expand markets and bring benefits to the economy, some combinations may reduce competition. Combining the activities of different companies may allow the companies, for example, to develop new products more efficiently or to reduce production or distribution costs. Through their increased efficiency, the market becomes more competitive and consumers benefit from higher-quality goods at fairer prices. However, some mergers may reduce competition in a market, usually by creating or