

Google/DoubleClick, etc., are discussed thoroughly.

Chapter 13 Vertical Effects. “In 2007, the Commission adopted the Non-Horizontal Mergers Guidelines, which recognize that vertical mergers often generate efficiencies and should therefore be treated differently from horizontal mergers that remove direct competition between rival suppliers. In recent years, the Commission has applied an increasingly systematic, sophisticated, and quantitative analytical framework to the assessment of vertical mergers.” Chapter 13 explores the evolutionary approach taken by the Commission in evaluating the competitive and anti-competitive effects of vertical mergers.

In **Chapter 24, *The Role of Economics in European Merger Control***, “Section 24.02 sets out the economic objectives of merger control focusing on important issues such as the appropriate welfare standard and the distinction between the protection of competitors and the protection of competition. Section 24.03 contains an overview of the role of economists and economics in the application of the Merger Regulation from its original inception to date. Section 24.04 introduces the issues of

market structure and market definition and its role in merger appraisal. Section 24.05 analyzes the economics of unilateral effects concerns. Section 24.06 analyzes the economics of coordinated effects. And the final section, 24.07, looks at the various exclusionary effects concerns that have been raised by vertical and conglomerate mergers in Merger Regulation cases.”

Appendices. The Appendices to this book contain the principal legislative instruments adopted in the EU, together with the various interpretative Notices and Guidelines. These include the Merger Regulation, the Implementing Regulation, the Horizontal Mergers Guidelines, the Draft Non-Horizontal Mergers Guidelines, and the Best Practices Guidelines. Other Appendices guide the reader to the most significant decisions mentioned in each chapter and identify the leading decisions rendered in various economic, financial, and industrial sectors. Updated **Appendices 31** and **32** list leading decisions by topic and sector, respectively; **Appendices 33-1** and **33-2** provide merger thresholds and merger control agencies, respectively, and Appendix 41 presents Merger Control Statistics 1990–2009.

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NICHOLAS LEVY

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