Preface

In a recent working paper, Gregory Mankiw (2006) divided the family of macroeconomists into two classes: *Scientists* and *Engineers.* While the scientist tries to understand how the world works, the engineer tries to solve practical problems. According to Mankiw, the class of scientists currently has a substantially larger population than the class of engineers. As a consequence, when it comes to providing practical policy advice, this asymmetry might create substantial problems and intensifies the desire for a class of *Scienteers,* which internalises both views and is therefore able to give applicable scientific-based policy advice.

Applying Mankiw's taxonomy to microeconomics, this book follows a Scienteer approach by developing an integrated approach of competition policy analysis. Based on the assumption that the deterrence of anticompetitive behaviour is the fundamental aim of competition policy rules and their enforcement, three pivotal levels of such an integrated approach are identified: a fundamental level, a strategic level and an operational level. After developing the approach, it is then applied to three traditional areas of competition policy – hard core cartels, horizontal mergers and predation – to draw conclusions on how to ameliorate current competition policy. The innovative idea of the book is its coverage of the entire process of designing and implementing competition rules. Past research has largely concentrated on particular aspects of the integrated approach (such as investigations of welfare effects or the development of detection strategies), but these were at the expense of practicability issues. The book proposes ways in which this divergence can be narrowed.

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