

Abstract

This book analyses and predicts the effects that an optional European contract law would have on contracting behaviour in the European Internal Market. The book is structured as follows. In *Part One: Theoretical Framework* I develop my research question, situating it in the context of recent developments in European contract law and elaborating upon the economic and legal theory that serves as a rationale for the development of my line of argument. I then apply the theory that I have introduced to the context of European contract law. For this purpose I present a model which I propose to call the “Cycle of European Contract Law”. I use this model to analyze the competitive processes that take place in the “European market for contract laws”. In *Part Two: Empirical Research* I use empirical data to test this model and discuss the results. From this analysis I derive criteria that can be taken as a basis for decisions regarding the economic desirability of an optional European contract law that I present in *Part Three: Conclusions*.

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