

## PREFACE

This study lays out a case for discursive institutionalism to be an independent theoretical and empirical framework. More precisely, it adds a new quantitative approach to the discursive institutionalist literature. Such an approach has been frequently demanded but not been carried out so far. The study therefore certainly speaks to academics working on comparative political economy, political discourse, Western European politics, and the diverse strands of institutionalist theories. In this regard, this study joins the ranks of works that emphasize the ‘argumentative’ or ‘discursive’ turn in political economy and policy analysis, with a special focus on Western Europe. Beyond that, this book can provide useful background knowledge for political activists and advisors of political organizations. More specifically, everyone engaged in public relations in the UK, Germany, France, Switzerland, Austria, or the European Union may find helpful advice on how to further develop their communication strategies. Research for this study received support from the Swiss National Science Foundation (100017-111756).

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