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CRA Competition Announcement

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Associates

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Mergers: How to Measure Local Competition

Recent merger cases show the European Commission's increased interest in assessing local competition. In this article, published in the *Journal of European Competition Law & Practice*, [Raphaël De Coninck](#) and [Mikaël Hervé](#) discuss the economic principles underlying the Commission's new customer-centric methodology, and shows how it could be further improved. Beyond local market definition and market share calculation, a wealth of empirical analyses can be conducted to better and more directly assess the likely impact of a transaction in local markets. For more information, click [here](#).

About CRA's Antitrust & Competition Economics Practice

In 1965, CRA's founders envisioned a company that would apply the then-burgeoning area of quantitative methods in economics to real-world issues. Our ability to apply theoretical concepts and superior analytics to create meaningful solutions to client challenges has been a source of pride and differentiation since the founding of the firm. Our consultants and academic affiliates continue to lead the way in developing innovative economic concepts and applying sophisticated economic analysis to complex cases. Read more about the practice [here](#).

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