

analyse, um bei den Mitarbeitenden die Dimensionen der Kundenorientierung, bei den Kundinnen und Kunden die Dimensionen der Servicequalität zu strukturieren. Schliesslich folgt der Hypothesentest – wo wir endlich ausformulierte Hypothesen finden – mittels bivariater Korrelationen einzelner Variablen bzw. Items aus den Befragungen. Diese Beschränkung auf bivariate Analysen erstaunt nun doch, stehen doch Daten in ausreichender Qualität für multivariate Regressionen nicht nur zur Verfügung, sondern sie wurden im ersten Analyseschritt auch dazu genutzt. Der Hypothesentest zeigt denn auch Ergebnisse, die den Verdacht der Multikollinearität nicht ganz ausräumen können. Die drei Analyseschritte stehen in keinem erkennbaren Zusammenhang zueinander und bauen auch nicht aufeinander auf. Dass grössere Investitionen in die theoretische Stringenz angebracht gewesen wären, zeigen schliesslich auch die Schlussfolgerungen und Empfehlungen, die sich zu weiten Teilen nicht auf die Empirie, sondern auf bereits im Theorie-

teil referierte Arbeiten stützen. Es ist teilweise kaum herauszufinden, welche Schlüsse der Autor denn nun aus seinen eigenen Analysen zieht, die nicht schon vorher bekannt waren. Mehr konzeptionelle Vorarbeit hätte es erlaubt, die originalen Befunde der Untersuchung stärker herauszustreichen und profiliertere Empfehlungen abzugeben. In der vorliegenden Form ist der Gewinn dagegen nicht nur aufgrund der fehlenden Einbettung in generellere Überlegungen zur Beziehung zwischen Verwaltung und Bevölkerung beschränkt. Auch aus der betriebswirtschaftlichen Perspektive, der sich die Arbeit verpflichtet, bleibt der Eindruck einer eher theorie- und ziellosen empirischen Übung, deren Potenzial bei weitem nicht ausgeschöpft wurde.

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**MENZ, Georg (2005).** *Varieties of Capitalism and Europeanization. National Response Strategies to the Single European Market*. Oxford: Oxford University Press, 280 pages.

As indicated by its title, Georg Menz's book seeks to bridge two thriving bodies of literature that have so far been somewhat insulated from each other: *Europeanization* – the analysis of the impacts of the EU on member states – on the one hand, and *Varieties of*

*Capitalism* on the other, focusing in this case on relations between the State, employers and unions. In doing so, it successfully uses theoretical tools from historical and rational-choice institutionalism in an impressive empirical analysis of ten European countries.

More precisely, *Varieties of Capitalism and Europeanization* analyses the national re-regulation of wages and employment conditions in the construction sector for workers posted transnationally within the framework of the Liberalisation of Service Provision (LSP). The book provides in-depth case-studies from France, Germany and Austria, and slightly less detailed analyses of the Netherlands, Belgium, Luxembourg, Norway, Sweden, Finland and Denmark.

The LSP, which allows companies registered in any member state to carry out a service in any other member state, was already included in the 1957 Treaty of Rome, but it had remained dormant until the 1990s. Legal uncertainty concerning its application and limited wage differentials within the EU had greatly limited its effects. In 1986 however, the accession of Spain and Portugal created strong incentives for companies to take advantage of the law and hire (or create) subcontractors in these low-income countries and, for instance, pay Portuguese workers Portuguese wages when they worked in Germany or France. In 1990, the European Court of Justice (ECJ) paved the way for the liberalisation of service provision in Europe, but also for a re-regulation by member-states. The ECJ's *Rush Portuguesa* ruling stated that the French state could not forbid construction companies based in other member states to provide services in France, but France was allowed to determine the wage and work conditions to which posted workers employed by these companies were subject. The different re-regulation measures adopted by member states in this context are the main subject of the book.

In *France*, where interest groups, and particularly unions, are relatively weak, the response strategy was – unsurprisingly – mainly led by the Government, whose traditional Gaullist opposition to tough liberal solutions decisively shaped the re-regulation of the labour market. Hence, the French response was very comprehensive and protectionist, virtually all French wages and social provisions being made mandatory for posted workers. This was also the

case in *Austria*, the archetypal corporatist country, even though the process leading to this outcome was somewhat different. Austrian employers' associations, which were dominated by small and medium businesses, were not at all enthusiastic about the LSP – they saw it rather as a potential threat than as an opportunity to gain access to cheap subcontractors – and agreed with unions on an equally protectionist solution. By contrast, *Germany* opted for a radically different response from that of France and Austria: employers' ideological firmness and divisions on the unions' side decisively shaped a liberal response, revealing what Menz calls the "Achilles heel of Modell Deutschland": the mandatory wage for posted workers was significantly below that for directly employed workers in Germany. Broadly speaking, "strongly corporatist" Nordic countries reacted similarly to Austria and France, whereas the Netherlands' response was liberal, just like Germany's.

The main argument of the book is, contrary to the "convergence hypothesis" proposed by the "first-wave" of research in comparative political economy, that different models of capitalism produce different responses to external pressures, in this case European "negative integration" (Scharpf 1999), and that pre-existing national power configurations and institutional arrangements remain key variables in explaining national responses to growing internationalization. In the end, national response strategies in the face of the LSP are synthesised as a U-shaped pattern: while *statist* (France) and *strongly neocorporatist* (Austria, Norway, Sweden, Denmark) countries produced protectionist, labour-friendly responses to the LSP, "intermediate level" corporatist countries (Germany and the Netherlands) produced liberal, business-friendly responses.

If this pattern certainly accounts for the cases under scrutiny, the generalisations that can be derived from this remain somewhat unclear in the book, and a few concerns can be raised. Firstly, it is doubtful whether these different types of corporatism can

be ordered in a continuum; where should we place liberal countries, such as the UK? Secondly, and most importantly, the author does not provide any theoretical argument linking “types of capitalism” (statist, intermediately corporatist, strongly corporatist) and response strategies (liberal, protectionist). One is left to wonder if this result is merely contingent, especially given that this U-shaped pattern relies heavily on the fact that France adopted a protectionist strategy: besides the fact that France is the only case of statism, which makes this statement less robust, its response strategy seems to be rather due to the ideological orientation of dominant actors (in this case the Government) than to the fact that it is statist. In this regard, power configurations and actors’ preferences, as outlined in the “organizational power model” proposed at the beginning of the book, seem more convincing as independent variables than types of capitalist organization, whose function (typological or causal) remains somewhat fuzzy in the explicative model.

On the whole, however, Georg Menz’s thorough analysis provides very interesting insights into the development of the Single Market. The book provides further empirical evidence of Vogel’s (1996) well known statement: freer markets, more rules, even though he accurately suggests that the shape and extent of these rules are highly dependent on pre-existing power configurations and institutions at the domestic level. Besides this, the book provides a convincing discussion of the literature on Europeanization, which, Menz claims, has been developed to analyse specific cases of positive integration (environmental policy, for instance) and is not well-equipped to deal with phenomena of negative integration, which are the most widespread within the EU.

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clearly established the principle of mutual recognition for trade in goods, so in services did the ECJ's 1990 Rush Portuguesa ruling  
(rendering null and void the decision of the French immigration office OMI to impose work visa requirements on Portuguese workers  
posted to a high-speed railways. construction site near Paris as subcontractors to Bouygues) re-established the principle of freedom of  
circulation of service providers all over the Single market. In a fascinating book on the varieties of capitalism and Europeanization,  
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