Contents

List of Tables and Figures		ix
List of Abbreviations		xi
Acknowledgements		xiii
1	Introduction	1
2	Trade Is What You Make of It: The Social Construction of EU Commercial Policy	21
3	Charting the Rise of 'Global Europe'	57
4	Resisting 'Protectionism': The EU–Korea Free Trade Agreement	97
5	'Global Europe' and the Economic Partnership Agreements	125
6	'Global Europe' during the Crisis: Reciprocity and the Political Limits to Liberalisation	159
7	Conclusion	187
Appendix: Coding and Selecting Texts for Discursive Analysis		203
Notes		211
References		219
Index		245