



Applied Research Methods - Mergers and Acquisitions (MA)

By Alexander Berger

Grin Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.1in. x 5.7in. x 0.2in. Scholarly Research Paper from the year 2011 in the subject Business economics - Investment and Finance, grade: 87, University of Sunderland, course: Applied Research Methods for Business and Management, language: English, comment: 70(engl. Notensystem) entspricht einer 1,0 lt. dt. Notensystem, abstract: Throughout the last decades, mergers and acquisitions (M and A) are achieving increasing importance in the corporate world. There are many motives such as to increase the market power and competitive advantage, to reduce dependence on suppliers, to gain fast access to new market etc. why managers adopting an acquisitions strategy. Nevertheless, many M and As have been unsuccessful in the past due to incompetent managers, poor ethics, inadequate analysis prior the deal, and diversification away from the core business of the company. Therefore, a careful industry, target company, and product portfolio analysis must be made before the deal. The literature provides different frameworks and analytical tools that can be used in the M and A process in order to avoid typical risks. However, because of the uniqueness of each M and A deal, it is important to gain further insights in these transactions...



READ ONLINE
[8.76 MB]

Reviews

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

-- **Shayne O'Conner**

This composed publication is great. It is one of the most remarkable publication i have got read through. I am just quickly could get a delight of looking at a composed book.

-- **Caden Buckridge**