



Winning at Mergers and Acquisitions: The Guide to Market-Focused Planning and Integration

By Mark N. Clemente

Wiley. Hardcover. Book Condition: New. Hardcover. 352 pages. Dimensions: 10.0in. x 7.3in. x 1.0in. A comprehensive new framework for winning at M from up-front planning to postmerger integration. The challenges of mergers and acquisitions can be daunting-but the opportunities and benefits they offer forward-thinking companies can be tremendous. Winning at Mergers and Acquisitions offers a critical new approach to strategic M and A based on the authors' pioneering concept of marketing due diligenceSM. Covering every stage of market-driven M and A planning and integration, this book shows how to look beyond the quick hit to focus on long-term growth rather than short-term cost-cutting. Featuring dozens of real-life case studies-including both failures and extraordinary successes-plus inside comments from leading M and A specialists, this book contains crucial guidance on: Predeal planning-how to identify your strategic needs and pinpoint the merger candidate(s) that will help you meet them. Sizing up targets for acquisition-how to examine the essential marketing, sales, and product issues that will determine a good company fit, . strategically and culturally. Revenue enhancement planning-how to identify ways to drive top-line growth and develop action plans to generate near- and long-term revenues. Filling the pipeline-how to prioritize and actualize the critical steps necessary to...



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