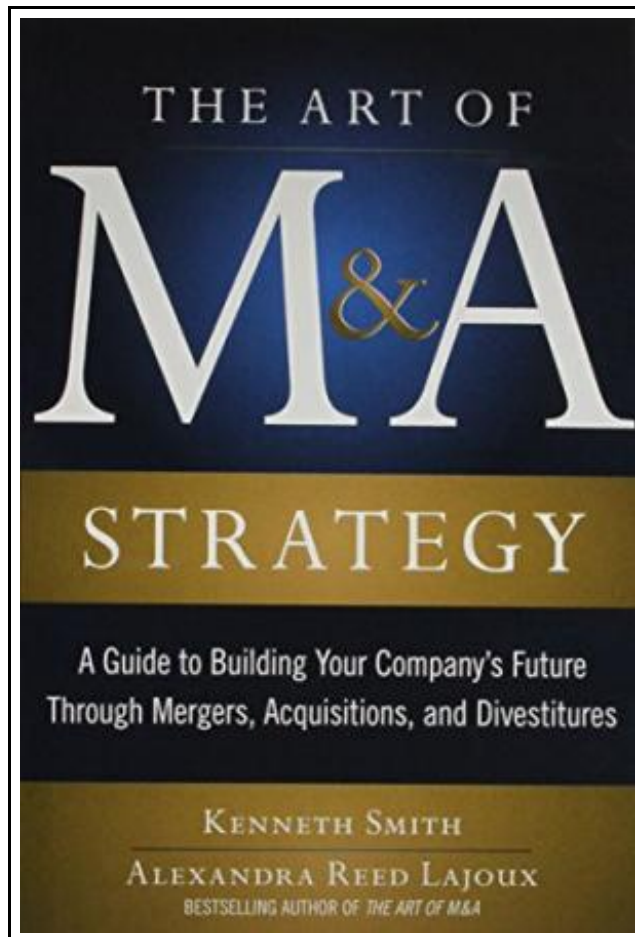


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Art of M&A Strategy: A Guide to Building Your Company's Future Through Mergers, Acquisitions, and Divestitures, Kenneth Smith, Alexandra Reed Lajoux, Seize the competitive advantage with today's most powerful strategic tool: mergers and acquisitions Driven by rapid globalization, technological advances, and dramatic changes in public policy, industry restructuring has become "business as usual". Yet the failure rates in M&A have been high. The best way to compete in this new climate is to make M&A part of your overall business strategy and skill set. The Art of M&A Strategy demystifies this complex subject by taking you step by step through the types of M&A strategy and the process, providing real-world examples of companies that have successfully used M&A in their overall business strategy, such as Cisco, GE, Google and many others. Part I outlines how M&A can create value in strategy. For each of a range of corporate strategy situations, the role and rationale for M&A as a tool is outlined, including: building and managing a business portfolio; participating in industry consolidation; corporate growth; and using acquisitions to create "real options". Some well-known historic examples are used to illustrate success in strategies of each type that have been achieved through M&A. Part II is a "how to" guide to the development and execution of a successful M&A strategy. It begins with a review of strategic planning and outlines how to determine the role of M&A, considering the industry context, the competitive imperatives and strategy options. If M&A is selected as one of the strategic weapons, subsequent chapters then outline how to search and screen partner candidates, how to choose between buying and selling, and finally how the board of directors should be engaged in M&A decisions. Part III goes...



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