

International Strategic Alliances and Cross-Border Mergers Acquisitions



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Reviews

It is a single of the best book. This is for those who state there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Dr. Barney Robel Jr.)

INTERNATIONAL STRATEGIC ALLIANCES AND CROSS-BORDER MERGERS ACQUISITIONS



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 8.1in. x 5.7in. x 0.4in. Scholarly Research Paper from the year 2008 in the subject Business economics - Economic Policy, grade: 1, 7, University of Applied Sciences Berlin, course: International Business Strategy, language: English, comment: Besides the theoretical framework on internation stratgic alliances and cross-border M and amp, amp, As, this paper also includes two case studies and a total of 29 figures on 66 pages. Furthermore, there is an Integral Total Management Checklist providing a 360-degree feedback to the topic under all management perspectives. , abstract: Over the past 30 years, there were two main vehicles through which companies have globalised: international strategic alliances and cross-border Mergers and Acquisitions (M and As). Both vehicles are instruments used by companies to increase their global reach and competitiveness. In the new economy, alliances and M and As seem to be the normal way of doing business. Although strategic alliances and M and As are not a recent phenomena, their pace of growth and the variety of their forms has been increasing. When dealing with strategic alliances and M and As, four main questions arise: What are the drivers of strategic alliances and M and As Which sources of success and failure offer these two growth vehicles Are there specific determinants that are decisive in the process of establishing a strategic alliance or doing a merger or acquisition And why do so many M and A fail To answer these questions chapter 1 deals with the rationale for strategic alliances and M and As by outlining key points of the past development. Chapter two clarifies the different types of international alliances and their advantages and disadvantages. It also describes success criteria being important for forming strategic alliances by clarifying the major steps in...



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