



Post Merger Integration

By Paul Ramm

GRIN Verlag Gmbh Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 210x149x13 mm. Neuware - Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, Universität Kassel, Veranstaltung: Grund- und Integrationsmodul im Masterstudium, Sprache: Deutsch, Abstract: Trotz der anhaltend angespannten Lage am Finanzmarkt sowie der äußerst restriktiven Kreditvergabehaltung vieler Geschäftsbanken sind vereinzelt Mergers & Acquisitions (M&A) Transaktionen zu beobachten. Nicht zuletzt die Vorstandsvorsitzenden der Akquisiteure werden deswegen in der Fachpresse als mutig bezeichnet, nehmen sie doch Kapital in die Hand und investieren ungeachtet der aktuell düsteren Wirtschaftsprognosen. Gleichwohl ist davon auszugehen, dass diese Manager bedacht vorgehen und antizyklisch, d. h. gegen den allgemeinen Markttrend, agieren. In der jetzigen volkswirtschaftlichen Lage ist eine Vielzahl von Unternehmen unterbewertet und zu einem Bruchteil des Preises zu haben, wie er vor der Krise vorzufinden war. So greifen im Speziellen die Unternehmen zu, denen es aus der Natur der Branche heraus vergönnt ist, intern zu wachsen. Jedoch folgt nach der Planung sowie Durchführung der Transaktion der wesentlich gewichtigere Teil innerhalb eines Akquisitionsprozesses: die Post Merger Integration (PMI). Making acquisitions work is the last great managerial challenge of the 21st century. So legen Studien nahe, dass die Gestaltung der Integration als der gewichtigste...



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