



Strategic Corporate Communications in Mergers & Acquisitions

By Tobias Herdt

Diplom.De Jun 2003, 2003. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Rotterdam (Wirtschaft), language: English, abstract: Inhaltsangabe:Summary: M&A transactions and corporate change are frequent occurrences in the globalized economies of today (c.f. section External growth and communication as global trends , page 1). On a global scale, led by the U.S., the European Union and Germany, M&A transactions have clearly become a global mega trend. Despite their growing popularity, M&A transactions often fail to produce the desired outcomes (c.f. section M&A Failure and Corporate Communications , page 5). This is partly due to poor M&A communication. The study at hand has several aims: To discuss the significance of M&A communication for the overall success of a transaction To establish the general determinants for the quality of M&A communication The key success factors To examine the individual determinants The factors determining the quantitative and qualitative deployment of M&A communication and its adjustment to the varying preconditions of different transactions Secondary as well as...



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