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resource teaches readers the art and science of M A valuation deal negotiation and bargaining and provides a framework for considering tradeoffs in an effort to optimize the value of any M A deal *Applied Mergers and Acquisitions University Edition + Workbook* Bruner,2005-12-21 *Studyguide for Applied Mergers and Acquisitions University Edition* by Bruner, Robert F. Cram101 Textbook Reviews,2013-05 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanies 9780872893795 This item is printed on demand **Applied Research Methods - Mergers and Acquisitions (M&A)** Alexander Berger,2011-07 Research Paper undergraduate from the year 2011 in the subject Business economics Investment and Finance grade 87 % University of Sunderland course Applied Research Methods for Business and Management language English abstract Throughout the last decades mergers and acquisitions M A are achieving increasing importance in the corporate world There are many motives such as to increase the market power and competitive advantage to reduce dependence on suppliers to gain fast access to new market etc why managers adopting an acquisitions strategy Nevertheless many M As have been unsuccessful in the past due to incompetent managers poor ethics inadequate analysis prior the deal and diversification away from the core business of the company Therefore a careful industry target company and product portfolio analysis must be made before the deal The literature provides different frameworks and analytical tools that can be used in the M A process in order to avoid typical risks However because of the uniqueness of each M A deal it is important to gain further insights in these transactions in order to provide an appropriate guideline on how to select an optimal M A target **Applied Mergers and Acquisitions with Student Workbook Set** Robert F. Bruner,2009-11 Addresses the key factors of M A success and failure Readers will learn the art and science of M A valuation deal negotiation and bargaining and a framework for considering trade offs in an effort to optimize the value of any M A deal **Deals from Hell** Robert F. Bruner,2015-09-28 A detailed look at the worst M A deals ever and the lessons learned from them It s common knowledge that about half of all merger and acquisition M A transactions destroy value for the buyer s shareholders and about three quarters fall short of the expectations prevailing at the time the deal is announced In *Deals from Hell* Robert Bruner one of the foremost thinkers and educators in this field uncovers the real reasons for these mishaps by taking a closer look at twelve specific instances of M A failure Through these real world examples he shows readers what went wrong and why and converts these examples into cautionary tales for executives who need to know how they can successfully navigate their own M A deals These page turning business narratives in M A failure provide much needed guidance in this area of business By addressing the key factors to M A success and failure this comprehensive guide illustrates the best ways to analyze design and implement M A deals Filled with in depth insights expert advice and valuable lessons gleaned from other M A transactions *Deals from Hell* helps readers avoid the common pitfalls associated with this field and presents them with a clear framework for thinking about how to

make any M A transaction a success

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