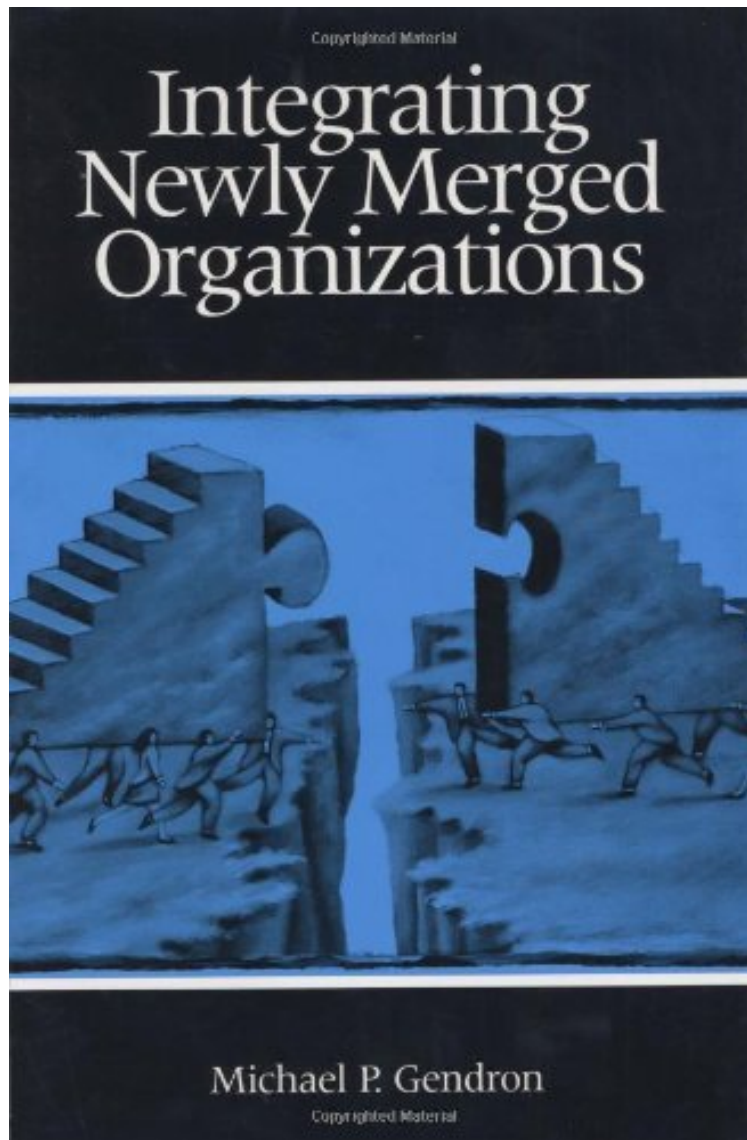


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Integrating Newly Merged Organizations

Michael P. Gendron

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More than half of all mergers and acquisitions fail to meet established objectives of value creation. This book is a practical guide to further ensure the successful outcome of business MA activities. Gendron highlights the critical issues that have historically been the foundation of poorly executed business integration processes. How these key elements are handled can make or break the integration of an acquired company. They include understanding the purpose of the transaction, capturing the learning of preliminary due diligence review efforts, and managing the personal factors that affect all employees in the merger process, including those who work for the acquiring and acquired companies. Once these basic issues have been considered, the integration team should focus on culture, critical processes, and communications. This book provides executives involved with the integration process with the tools they need, including checklists and assessment tools to develop, plan, and execute a successful merger. Whether new to the MA process or a seasoned pro, the executive charged with key MA responsibilities will benefit from this book's straightforward examples and non-technical presentation of information.

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