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GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2004 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, Anglia Ruskin University (Ashcroft Business School), 51 entries in the bibliography, language: English, abstract: It is the aim of the present dissertation to identify and evaluate reasons, which led M&A fail in order to develop a strategy to design such processes more secure. The well-known liaison between BMW and Rover will be used as an example for failing M&A and will accompany this dissertation. After a brief introduction, containing definitions, a historical overview and motives and objectives of M&A this work provides an investigation of both Due Diligence and Post-Merger-Integration. Additionally, the author will clarify the way of data collection, the objectives and the design of his research in a Methodology chapter. Subsequent to the Methodology, a chapter discussing the author s findings of the Due Diligence and the Post-Merger-Integration concerning BMW and Rover will follow. The last point of the present dissertation is a chapter containing Conclusions and Recommendations in which the author provides his point of view of the BMW and Rover case and his strategy with regard to M&A in general. 48 pp. Englisch.

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