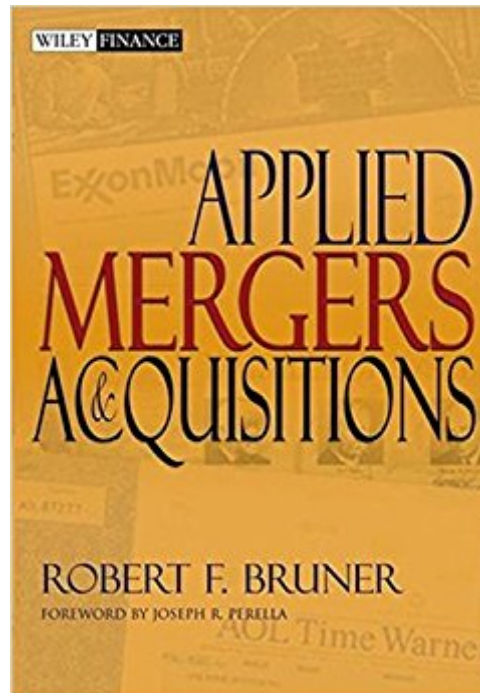




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# Applied Mergers And Acquisitions



## Synopsis

A comprehensive guide to the world of mergers and acquisitions Why do so many M&A transactions fail? And what drives the success of those deals that are consummated? Robert Bruner explains that M&A can be understood as a response by managers to forces of turbulence in their environment. Despite the material failure rates of mergers and acquisitions, those pulling the trigger on key strategic decisions can make them work if they spend great care and rigor in the development of their M&A deals. By addressing the key factors of M&A success and failure, *Applied Mergers and Acquisitions* can help readers do this. Written by one of the foremost thinkers and educators in the field, this invaluable 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.

## Book Information

Hardcover: 1056 pages

Publisher: Wiley; 1 edition (March 26, 2004)

Language: English

ISBN-10: 0471395056

ISBN-13: 978-0471395058

Product Dimensions: 7 x 1.6 x 10.2 inches

Shipping Weight: 3.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 28 customer reviews

Best Sellers Rank: #120,264 in Books (See Top 100 in Books) #17 in Books > Business & Money > Management & Leadership > Consolidation & Merger #107 in Books > Business & Money > Accounting > Managerial #430 in Books > Textbooks > Business & Finance > Accounting

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interested in this subject." â Peter Tufano Sylvan C. Coleman Professor of Financial Management, Harvard Business School "Preeminent scholar Robert Bruner has combined the best insights from theory with proven lessons from industry to produce the definitive resource on mergers and acquisitions. Brunerâs renowned teaching skills and keen intellect are evident throughout, rendering a must-read for finance students, investors, and corporate executives into a remarkably enjoyable read." â Mark Kritzman Managing Partner, Windham Capital Management Boston and Research Director, The Research Foundation of the Association for Investment Management and Research (AIMR) "How many books really succeed in teaching M&A practitioners to distinguish among deals that should be avoided, deals that are promising but canât be executed by the teams involved, and deals where significant value can be achieved? We should start the count with Brunerâs Applied Mergers and Acquisitions. Bruner is the ultimate teacher for practitioners who want to improve performance." â Edward A. Snyder Dean and George Pratt Shultz Professor of Economics University of Chicago Graduate School of Business "Bob Bruner has achieved the impossible: covering in one book all relevant economic, financial, accounting, legal, and tax aspects of mergers and acquisitions and illustrating each concept with case studies. Impressive!" â Theo Vermaelen Professor of Finance, INSEAD "Bob Brunerâs book combines the best of academic thinking and business practice on one of the most fascinating and challenging topics in all of business. The area of mergers and acquisitions stretches executives and scholars to consider the whole realm of management practiceâfrom strategy, to finance, to law, to negotiations, to integration planning, to human behavior." â Robert S. Harris Dean, Darden Graduate School of Business Administration, University of Virginia

ROBERT F. BRUNER is the Distinguished Professor of Business Administration at the Darden School of the University of Virginia and Executive Director of the Batten Institute. He directs the Darden Schoolâs executive education course on mergers and acquisitions, and teaches the popular MBA elective on that topic. He is the author of over 250 case studies and a casebook, *Case Studies in Finance: Managing for Corporate Value Creation*, which has been adopted for use at over 200 schools. Brunerâs articles have been published in the *Journal of Financial Economics*, the *Journal of Accounting and Economics*, the *Journal of Financial and Quantitative Analysis*, the *Journal of Money, Credit, and Banking*, and *Financial Management*. He has served as a consultant to over twenty corporations as well as to the U.S. Government, and prior to his academic career, worked as a commercial banker and venture capitalist. Bruner holds a BA from Yale University, and an MBA and DBA from Harvard University.

A big heavy book for in depth understanding of M&A but beware that you'll end up wondering why you work in M&A if it is really a zero sum game...

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Awesome book. Very detailed and pragmatic for both students and practitioners.

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