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## The Art of M&A Strategy: A Guide to Building Your Company's Future Through Mergers, Acquisitions, and Divestitures

By Kenneth Smith, Alexandra Reed Lajoux

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Art of M&A Strategy: A Guide to Building Your Company's Future Through Mergers, Acquisitions, and Divestitures, Kenneth Smith, Alexandra Reed Lajoux, Seize the competitive advantage with today's most powerful strategic tool: mergers and acquisitions Driven by rapid globalization, technological advances, and dramatic changes in public policy, industry restructuring has become "business as usual". Yet the failure rates in M&A have been high. The best way to compete in this new climate is to make M&A part of your overall business strategy and skill set. The Art of M&A Strategy demystifies this complex subject by taking you step by step through the types of M&A strategy and the process, providing real-world examples of companies that have successfully used M&A in their overall business strategy, such as Cisco, GE, Google and many others. Part I outlines how M&A can create value in strategy. For each of a range of corporate strategy situations, the role and rationale for M&A as a tool is outlined, including: building and managing a business portfolio; participating in industry consolidation; corporate growth; and using acquisitions to create "real options". Some well-known historic examples are used to illustrate...



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