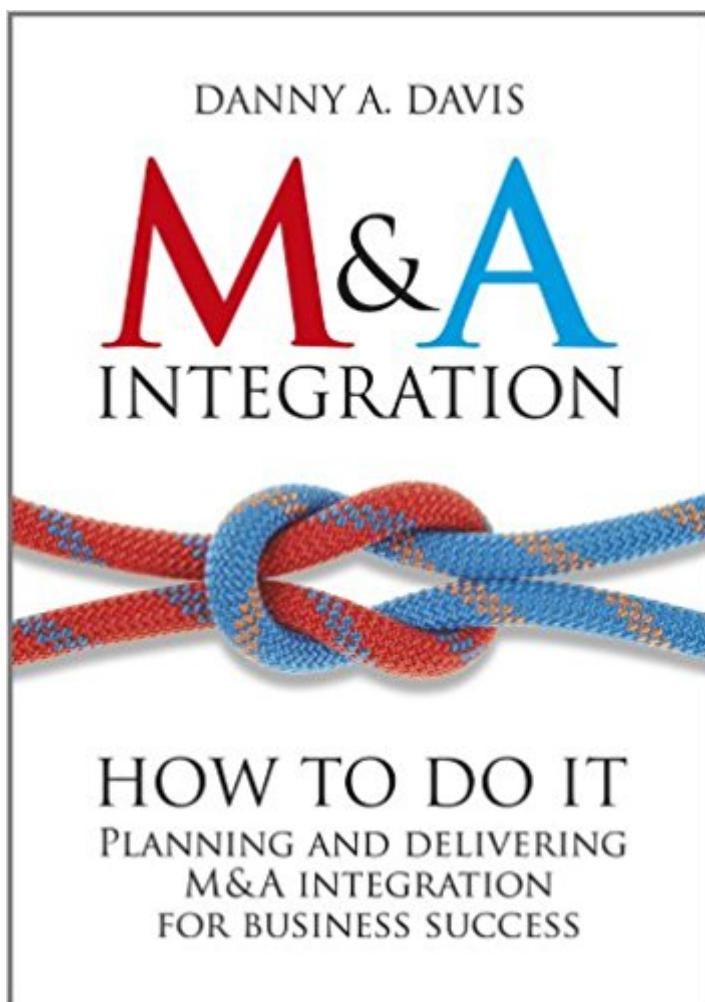


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# **M&A Integration: How To Do It. Planning And Delivering M&A Integration For Business Success**



## **Synopsis**

The flurry of M&A deals announced in 2011, including AT&T's agreement to acquire T-Mobile USA, ConAgra's proposed bid for Ralcorp, and eBay's acquisition of GSI Commerce, indicate that M&A has returned, and is perhaps headed back to the levels seen before the financial crisis. Most firms of a certain size will turn to it in their search for growth, forcing almost all managers to face up to the challenge of integration at some point in their career. For many managers it is often their first, and only time and M&A is high on the list of things that many managers hate. According to many studies, 50 to 75% M&A transactions turn out to be a failure. One of the main reasons for failure is late or wrong integration or bad integration management. There is a significant demand for more information on best practice in Post Merger Integration. This book intends to equip those managers for the task. | Danny Davis demonstrates how to handle the post-merger integration process and show how to restructure, consolidate, reduce costs, create efficiencies and perform M&A, from smaller transactions to mega-mergers. The focus is on integration planning and delivery. The book combines a general/strategic view with detailed information of how to actually conduct a Post Merger Integration via very practical tools and check lists that will prove essential in delivering change before, during and after transactions as well as to ensure their success. ^

## **Book Information**

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## Customer Reviews

There were a few nuggets of information in this book but was not quite what I was expecting. It is apparent that the author has experience with M&A work but the book is written at a high level, highlighting somethings to watch out for.... Much of the first half of the book is general Program/Project management information. The second half of the book gets into a bit more detail but I would not consider it a "How To" Guide. The book may be useful once you have a bulk of the planning done and you want to make sure you did not miss any major integration points.

It is a great book with robust insights and thoughts! I would read it several times! Gao

Great general manual on M&A

I've read numerous books on M&A integration and this is by far the best one I have found. Danny takes real-world experience and turns it into practical advice any integration team can use.

For anyone who wants to know about m&a. Shares real experiences and very methodical. I have bought 4 books on m&a this was most comprehensive.

'I love this book. Danny Davis has the gift of making complex ideas accessible as well as useful. One of the biggest challenges facing organisations today is improving their M&A process - especially with respect to integration. Danny demystifies the post merger integration process, bringing it to life with great examples. He challenges the reader to really think- as well as have the guts to move rapidly to deliver synergies. With its rich array of strategy, tools, templates and checklists this book will help any reader bridge the 'theory-practice gap' to produce results which really matter.'

I am doing a post merger integration for the first time and Davis's book walk you right down the path of what to expect. His clipped, no monkey-business writing style bring humor and clarity to a topic that could be cold. Nice work.

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