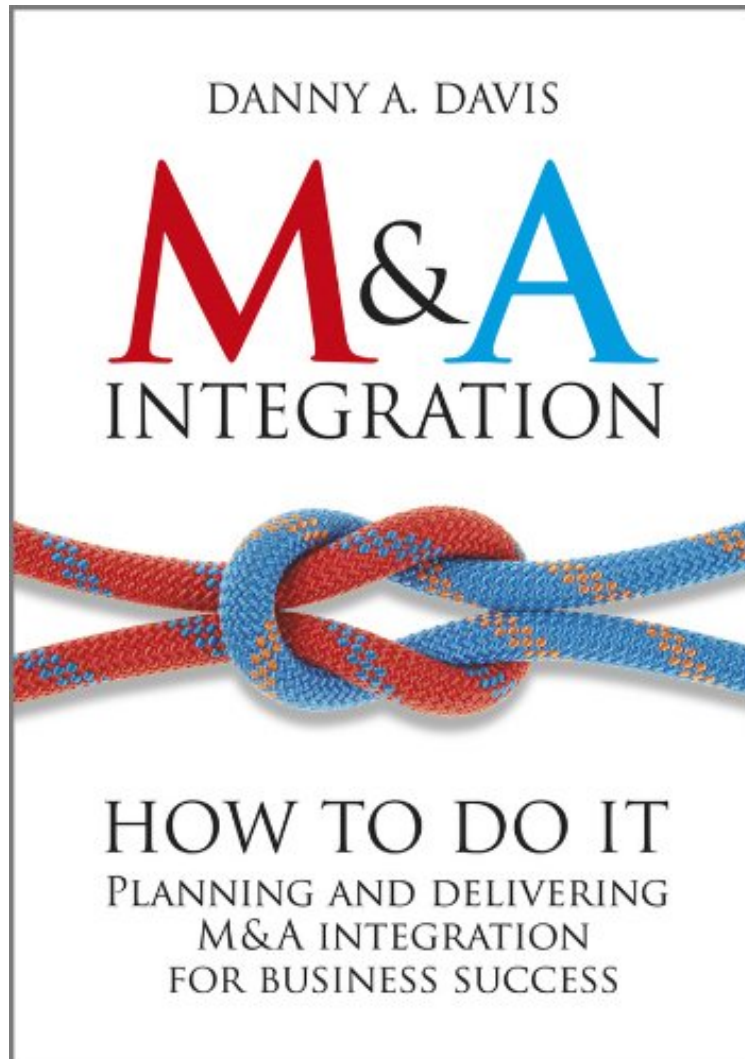


MA Integration: How To Do It. Planning and delivering MA integration for business success

Danny A. Davis

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Danny A. Davis : MA Integration: How To Do It. Planning and delivering MA integration for business success before purchasing it in order to gage whether or not it would be worth my time, and all praised MA Integration: How To Do It. Planning and delivering MA integration for business success:

1 of 1 people found the following review helpful. Not Quite What I ExpectedBy Lou LoweThere 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 MA 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. 0 of 0 people found the following review helpful. Great book! By Customer It is a great book with robust insights and thoughts! I would read it several times! Gao 0 of 0 people found the following review helpful. Good read By Customer Great general manual on MA

The flurry of MA deals announced in 2011, including ATT's agreement to acquire T-Mobile USA, ConAgra's proposed bid for Ralcorp, and eBay's acquisition of GSI Commerce, indicate that MA 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 their career. For many managers it is often their first, and only time and MA is high on the list of things that many managers hate. According to many studies, 50 to 75% MA 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 MA, 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. nbsp;

From the Inside Flap Read, think and learn: How to get the most value out of your deal What the stages of a successful integration are About different strategy and delivery issues When to start planning Tools, techniques, and checklists that will get you through everything Lessons learnt and pitfalls to avoid from the experience of hundreds of deals From the Back Cover Everything you will need to enable you to plan and deliver a good integration. nbsp; From strategic theory to real life practice, numerous examples, tools, issues that pop up and how to solve them. nbsp; Together with checklists for the large delivery areas. nbsp; This is your handbook and guide through integration. About the Author Danny A. Davis is a guest speaker at a number of the world's top business schools on strategy and MA and is a Programme Director at Henley Business School for MA. He brings a unique background that combines experience as an international sportsman, sales and marketing in large corporate, a strategy consultant and has been involved with integration for two decades. This background means he understands the theory but combines this with a proven ability to deliver MA integration and large transformations in highly complex organizations. Danny has worked on deals from small to large, with a 100 man company taking over a 25 man, through to \$6bn and \$16bn deals. nbsp; His work includes 1-2 days with a client to set up the integration, mobilization workshops and 100 day plans. nbsp; Through to the actually planning and running of a \$6bn deal across 30 countries for 3 years. nbsp; He also helped manage one of the largest HR transformations on the planet, showing his level of people understanding. Danny has just stepped down from being the youngest ever trustee (Non-Executive Director) on the board of the Chartered Management Institute, also chairing the Marketing and Policy Committee, he currently sits on there "Experts Panel". He speaks at numerous conferences and recently chaired the MA integration conference in Europe. He has written articles for Henley Business School, British Computer Society, CFO Europe, Developing HR Strategy, and had a 3 page profile written on him by CIMA magazine for leaders. He brings a blend of strategic theory, practical experience and real life war stories that makes him unique in this field. Danny A. Davis, (MBA Bsc (Hons) DipM MCIM MCMI Cmgr Chartered Marketer) is a partner with DD Consulting, Henley Business School's Programme Director MA and helps a large investment fund.