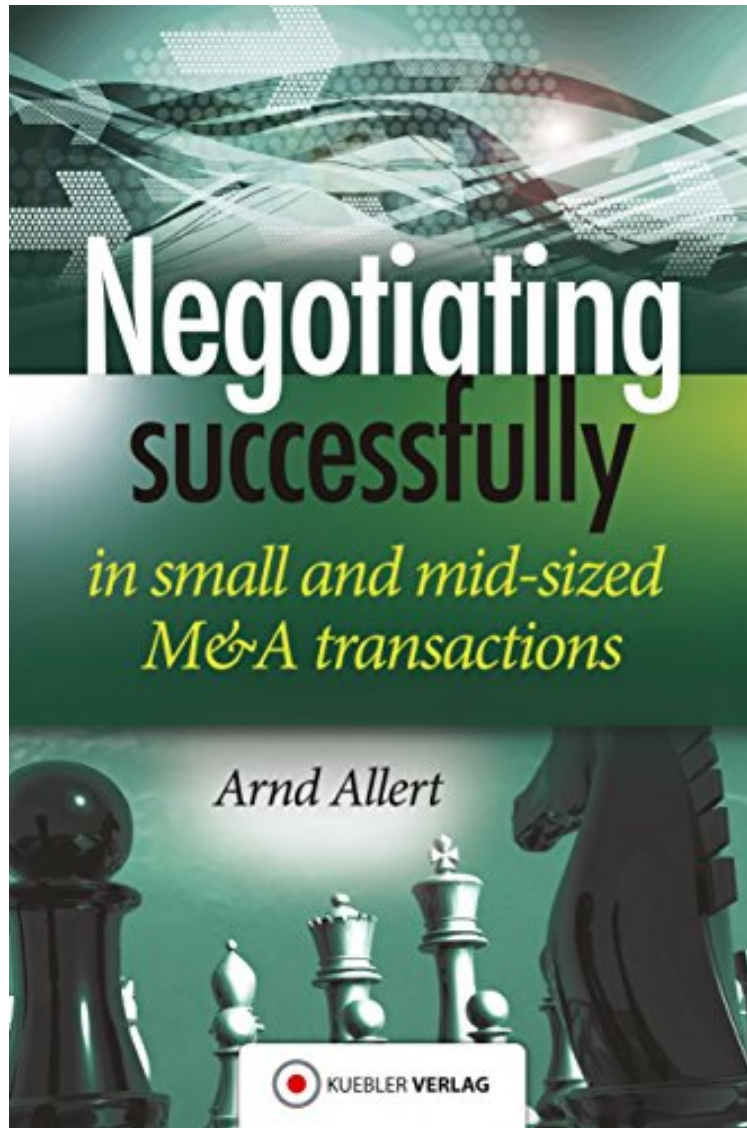


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Negotiating successfully: Negotiating successfully in small and mid-sized MA transactions

Arnd Allert

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Arnd Allert : Negotiating successfully: Negotiating successfully in small and mid-sized MA transactions before purchasing it in order to gauge whether or not it would be worth my time, and all praised Negotiating successfully: Negotiating successfully in small and mid-sized MA transactions:

As instruments of strategic company management they have become an indispensable element of business life:

"Mergers and acquisitions", meaning combinations and takeovers of enterprises or parts of enterprises. How can such transactions be negotiated in an effective and focused manner? There are extensive theoretical negotiation models; but how can these be implemented specifically? This book wants to make a contribution to transferring such theories to day-to-day MA negotiation practice. It conveys practical knowledge in order to make negotiations for the purchase and sale of an enterprise more successful. The focus is on the area which in Germany accounts for the majority of enterprises: medium-sized companies. It is addressed to entrepreneurs, attorneys, auditors and tax advisors as well as all corporate finance professionals who are involved in negotiation situations. With numerous case studies from consulting practice, Arnd Allert accomplishes the transfer of theoretical knowledge to day-to-day practice. In this book, Arnd Allert has compiled his knowledge from more than one hundred MA transactions and gives an insight into the world of MA consulting which in this comprehensive form so far was almost impossible to find.