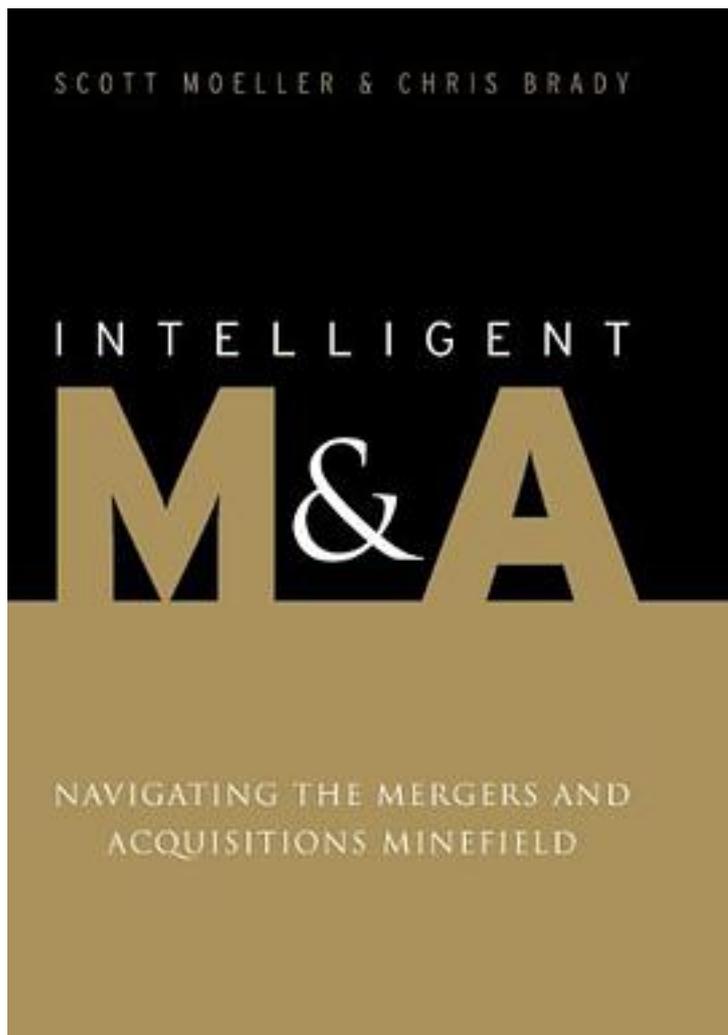


Intelligent M&A



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著者:Chris Brady

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Most mergers and acquisitions fail to deliver their expected outcomes, yet they remain

essential for growing world-class companies. It follows that those handling M&As must draw on all the tools at their disposal to improve their chances of success. Applying the techniques of business intelligence can help managers to beat the odds. Intelligent M&A looks at the full process of a merger or acquisition from start to finish, and identifies areas where business intelligence can improve the odds of a favourable outcome. Using techniques developed by governmental intelligence services and a wide range of case studies, quotations and anecdotes, the expert authors show how to build success into every phase of the deal.

作者介绍:

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标签

商业

评论

我觉得特有意思，但是太浅了，作者就是俺们的骚包老师，他很棒；)

所以说历史系出身的为什么要改商？既然改了为什么写书跟写絮絮叨叨的历史论文一样？

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