

Strategic Corporate Communications in Mergers & Acquisitions



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Reviews

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(Felicia Nikolaus)

STRATEGIC CORPORATE COMMUNICATIONS IN MERGERS & ACQUISITIONS

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Diplom.De Jun 2003, 2003. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Rotterdam (Wirtschaft), language: English, abstract: Inhaltsangabe:Summary: M&A transactions and corporate change are frequent occurrences in the globalized economies of today (c.f. section External growth and communication as global trends , page 1). On a global scale, led by the U.S., the European Union and Germany, M&A transactions have clearly become a global mega trend. Despite their growing popularity, M&A transactions often fail to produce the desired outcomes (c.f. section M&A Failure and Corporate Communications , page 5). This is partly due to poor M&A communication. The study at hand has several aims: To discuss the significance of M&A communication for the overall success of a transaction To establish the general determinants for the quality of M&A communication The key success factors To examine the individual determinants The factors determining the quantitative and qualitative deployment of M&A communication and its adjustment to the varying preconditions of different transactions Secondary as well as primary data led to the conclusion that M&A communication is of high significance to the success of an M&A transaction and can impact its results. Even if M&A communication can never be the single most important factor, determining merger success or failure, corporations acknowledging the significance of best-practice M&A communication have a higher M&A success probability and avoid opportunity costs. As described in more detail in section The significance of M&A communication for the overall success of a transaction , page 51, M&A communication derives its significance from the functions it fulfills. In the course of the interviews, those functions...

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