

International Strategic Alliances and Cross-Border Mergers Acquisitions



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(Estrella Howe DVM)

INTERNATIONAL STRATEGIC ALLIANCES AND CROSS-BORDER MERGERS ACQUISITIONS



GRIN Verlag. Paperback. Book Condition: New. Paperback. 88 pages. Dimensions: 8.1in. x 5.7in. x 0.4in. Scholarly Research Paper from the year 2008 in the subject Business economics - Economic Policy, grade: 1, 7, University of Applied Sciences Berlin, course: International Business Strategy, language: English, comment: Besides the theoretical framework on international strategic alliances and cross-border M and A, this paper also includes two case studies and a total of 29 figures on 66 pages. Furthermore, there is an Integral Total Management Checklist providing a 360-degree feedback to the topic under all management perspectives. , abstract: Over the past 30 years, there were two main vehicles through which companies have globalised: international strategic alliances and cross-border Mergers and Acquisitions (M and A). Both vehicles are instruments used by companies to increase their global reach and competitiveness. In the new economy, alliances and M and A seem to be the normal way of doing business. Although strategic alliances and M and A are not a recent phenomena, their pace of growth and the variety of their forms has been increasing. When dealing with strategic alliances and M and A, four main questions arise: What are the drivers of strategic alliances and M and A Which sources of success and failure offer these two growth vehicles Are there specific determinants that are decisive in the process of establishing a strategic alliance or doing a merger or acquisition And why do so many M and A fail To answer these questions chapter 1 deals with the rationale for strategic alliances and M and A by outlining key points of the past development. Chapter two clarifies the different types of international alliances and their advantages and disadvantages. It also describes success criteria being important for forming strategic alliances by clarifying the major steps in...



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