



M&A: Erfolg dank Integrationsmanagement: Herausforderungen, Erfahrungsberichte, Praktikerleitfaden (German Edition)

Stephan Bergamin, Markus Braun

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Wer ein Unternehmen kauft, trifft eine weitreichende und risikobehaftete Entscheidung. Die Vorbereitung und die Durchführung einer Firmenübernahme erfordern viele Ressourcen und spezifische Fähigkeiten. Der hohe finanzielle und personelle Einsatz erlaubt keinen Misserfolg.

Dieser Praktikerleitfaden zeigt, wie ein Integrationsprojekt Erfolg versprechend geplant und umgesetzt wird. Er fasst die Erfahrungen von Stephan Bergamin und Markus Braun im Zusammenhang mit rund 30 M&A-Transaktionen aus verschiedenen Branchen zusammen. Die Handlungsempfehlungen werden untermauert mit spannenden Fallbeispielen von renommierten CEOs, Verwaltungsräten und Topberatern.

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