



International Strategic Alliances and Cross-Border Mergers Acquisitions

By Anne Richter

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 amp, amp, As, 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 As). Both vehicles are instruments used by companies to increase their global reach and competitiveness. In the new economy, alliances and M and As seem to be the normal way of doing business. Although strategic alliances and M and As 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 As, four main questions arise: What are the drivers of strategic alliances and...



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