

M&A as a Strategic Option – from Opportunities to New Business Creation

This book is supporting companies in their aim to create new business through mergers and acquisitions (M&A). The strategy-oriented book provides insights and tools from the recognition of a new business creation opportunity to its implementation through M&A.

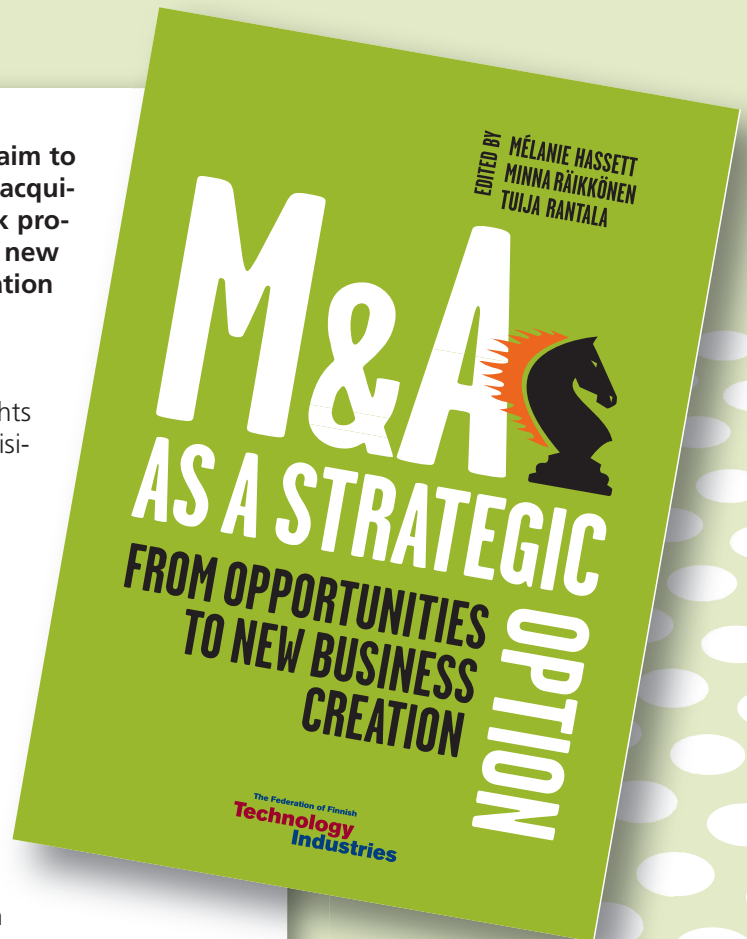
The book generates new information and new insights into new business creation through mergers and acquisitions:

- How to support strategic planning and decision-making related to new business creation
- How to incorporate uncertainty into the planning processes
- How to view M&A from a strategic perspective
- How to implement M&A
- How to integrate new business opportunities successfully

In addition, the book introduces methods and tools to support the management of new business creation through M&A in practice:

- A tool for Business Opportunity Evaluation
- A tool for M&A Risk and Opportunity Analysis
- A tool for Integration Task Tool

The book is aimed at all managers and people involved in strategy and business development, investment planning and the M&A process, from business-unit to board level. It gives strategic insights on both the corporate and the business-unit level, and offers tools for M&A teams and managers involved in the concrete integration work.



The book will be published on 23 November 2011 at Teknologiateollisuus ry, Eteläranta 10, Helsinki.

Registrations and more information

www.teknologiateollisuus.fi

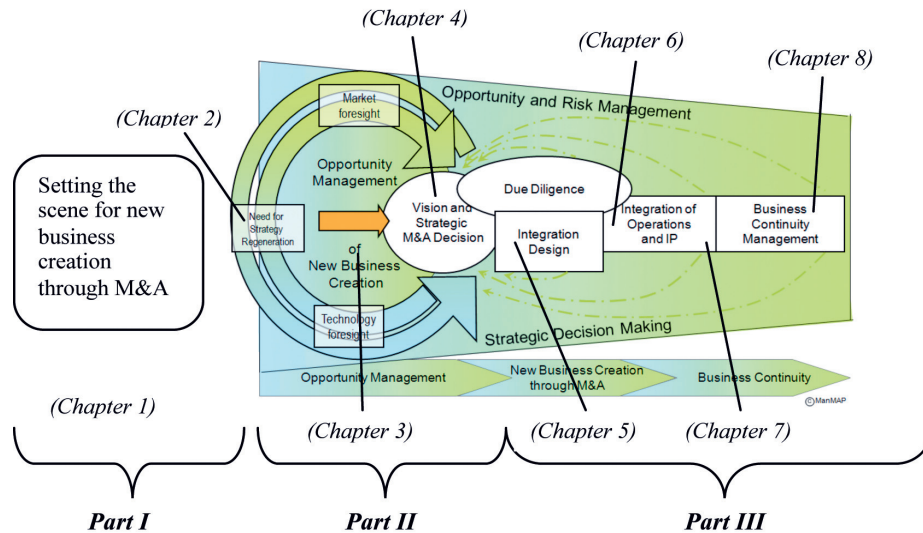
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Hassett • Räikkönen • Rantala (eds.):
**M & A as a Strategic Option –
from Opportunities to New
Business Creation**

216 pages, B5, perfect bound
Price: 57 €
(VAT 9 % is included in the price)

The book is divided into three parts:

- **Part I** lays the groundwork for the phenomenon under scrutiny, new business creation through M&A, introducing the topic and the focal concepts.
- **Part II** covers the process from strategic planning to the identification and evaluation of new business opportunities. It brings in viewpoints related to strategic decision-making, opportunity identification and the risk-conscious evaluation of new opportunities.
- **Part III** focuses on the acquisition and integration of the new business, and on continuity management. It describes the key issues related to M&A, in both the pre-acquisition and the post-acquisition phase. Internal and external implications, such as intra-organisational knowledge transfer and customer retention are discussed. Focus is also on M&A success and value creation, and the concept of business-continuity management is introduced.
- The book is concluded by summing up and discussing the more general managerial contributions and implications.



The book is the outcome of a research project entitled ManMAP (Managing the M&A process – from opportunities to new business creation). Further information see: www.vtt.fi/manmap/

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