

Successful integration of two marketing and sales organizations following a Merger or Acquisition



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(Felton Hessel)

SUCCESSFUL INTEGRATION OF TWO MARKETING AND SALES ORGANIZATIONS FOLLOWING A MERGER OR ACQUISITION



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Diplom.De Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 211x146x10 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of Applied Sciences Landshut (Maschinenbau), course: MBA Studiengang Industriemarketing und technischer Vertrieb, language: English, abstract: Today s business-to-business (B2B) markets are characterized by high competitiveness and market saturation. As a consequence the growth potential in most B2B markets is limited. Under such conditions for most companies either merging with or acquiring a competitor are options for substantial growth. Some companies are opting for a vertical expansion via mergers and acquisitions (M&A). This master thesis will focus on horizontal M&As. There are many successful and less successful examples of M&As. The merger between Daimler of Germany and Chrysler of the US is one of the biggest failures in the recent history of mergers and acquisitions. In contrary Cisco Systems has successfully acquired more than 120 companies, from small startups to large, well-established firms such as Linksys, Scientific Atlanta, and WebEx since 1993. The question is why some business leaders do a better job in dealing with the many challenges for all units of the newly formed cooperation than others. The ongoing acquisition of Kabel Deutschland by the British telecommunications giant Vodafone is another example for the importance of this topic in the current economy. Usually corporate management s focus is directed to internal issues as integrating the employees, products, services, operations, systems, and processes of acquired companies. Hence, customer relationships and key markets are getting less attention. Since customer relationships and customer-related tasks are neglected too often during preparation and execution of M&As, there is a significant risk of losing customers during the M&A integration phase. The strong internal orientation...



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