



# 10 Truths of Mergers & Acquisitions: A Survival Guide

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# 10 Truths of Mergers & Acquisitions: A Survival Guide

*C M Cower*

## **10 Truths of Mergers & Acquisitions: A Survival Guide** C M Cower

In today's business environment, market maturity and globalization have increased the level of competition, making it more difficult to capture and increase market share. This has led to the age of mergers and acquisitions (M&A), where the easiest way to grow your business and deliver shareholder value is to acquire and merge companies and their revenue streams. The net result is that most people will either have to experience and survive M&As firsthand, or at least know someone that has gone through a merger or acquisition in their professional career. Though management will paint M&As as a "win-win" for all those involved, the reality is that the only people who win are the executive management teams. The remaining employees are trapped in the middle trying to make M&As work for their own survival. 10 Truths of Mergers and Acquisitions: A Survival Guide lays out the reality of what happens when companies are acquired or merged. Starting with The Truth of Mergers: "There are no mergers, only acquisitions," each truth is conveyed with humor and irony, backed by real-life examples, and offers guidelines for success to help you survive the situation. Dr. C. M. Cower shares his own personal M&A mistakes and lessons learned, preparing you to delicately tread through the minefield of acquisitions and mergers.

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