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implementation the art of m a strategy is conveniently organized into three sections part i presents a range of possible corporate strategy situations and provides the role and rationale for m a in each such as building and managing a portfolio participating in industry consolidation spurring corporate growth and using acquisitions to create real options part ii outlines how to determine the role of m a in your strategy taking into consideration industry context competitive imperatives and strategy options and explains how to find and screen partners decide whether to buy or sell and engage the board of directors in m a decisions part iii covers m a as a sustained corporate program particularly in the context of international growth outlining the most strategic aspects of post merger integration describing how to use advisors throughout the process and examining core competencies required for successful m a programs the authors illuminate the purpose and process of applying m a with real world success stories involving cisco ge google and many other companies that have leveraged m a for strategic success use the art of m a strategy to create a powerful strategy position for success in today s changing business environment and to seize and hold competitive advantage

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