



Integration of corporate cultures in mergers

By Michael Kofler

GRIN Verlag Aug 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Griffith University, Sprache: Deutsch, Abstract: 1. Introduction The case study Grape Expectations: A Case Study of the Southcorp-Rosemount merger, (Rice & Galvin, 2005) provides a basis to identify an issue of mergers, which will be analysed in this research report. The case study deals with the Australian wine industry and particularly examines the acquisition of Rosemount Southcorp. Therefore, it illustrates the goals of the merger and the problems resulting from the merger of the two companies. The research report will deal with the potential problem that results from the concurrence of different corporate cultures in mergers, as in preparing for mergers, acquisitions, joint ventures, and alliances, the emphasis is often on financial, legal, and technical matters [but] the cultural factor is often neglected (Trompenaars & Prud Homme, 2004). Furthermore, the report will explain the different strategies used to deal with the different cultures and will concentrate on the integration strategy and argue that it is the most appropriate strategy in most mergers.2. Problem identification2.1....



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This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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