



Guía completa sobre fusiones y adquisiciones: 1 (Spanish Edition)

By Alfonso Jiménez Jiménez, Timothy J. Galpin, Mark Herndon

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Todo lo que el directivo debe saber para que un proceso de F&A funcione. Un gran número de fusiones y adquisiciones fracasan debido a la mala gestión de las estrategias utilizadas en el proceso de integración. En este libro, dos expertos nos ofrecen herramientas, ejemplos y técnicas comprobadas para que los directivos puedan combinar procesos, organizaciones y culturas dispares de una manera eficiente. Con numerosos ejemplos extraídos de algunas de las más importantes fusiones de nuestros días, el libro pretende servir de base para que tanto ejecutivos como jefes de línea sean capaces de negociar dinámicas de cambio complicadas, aliviar la resistencia de los empleados, retener el talento clave y medir su progreso en cada etapa.

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