

<<兼并与收购>>

图书基本信息

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作者：P.S.桑德萨那姆

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内容概要

公司兼并与收购的动机是什么?在并购市场上谁为主体?有什么规则?并购方如何进行对抗性投标?如何确定其目标?是什么决定着被并购企业的价值?并购的付款方式有哪些?为什么许多并购失败了? 本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。

它还可以作为管理人员的藏书，以及那些有抱负的管理人

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