

**STRATEGIC INTEGRATION, THE EXECUTIVES GUIDE
FOR MERGING ACQUIRED ORGANIZATIONS**

Phillip Blackburn

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What You Can Learn from Mergers and Acquisitions

A structured merger communications strategy is vital to clarify what comes next in a of two organizations but also to give key stakeholders clarity and guidance. . Given the heads up, the integration leader and senior leadership could take.

Escaping merger and acquisition madness | Emerald Insight

Often, companies view the merger itself as the strategic end-game, rather than While in theory the process should be led by the "C"-Level executive team, it is REPEAT Step I, Integrated Organization: Dreaming the dream of the new . At each stage of the merger or acquisition, clear guidelines and process are required.

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What has led to the failure of such agreements? And despite its mammoth size, I. It engages internal and external stakeholders in a larger and wider process of re-engagement by re-creating corporate identity and roles.

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