



# Mergers & Acquisitions Pay-off Optimization

*Christophe Robinet*

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## **Mergers & Acquisitions Pay-off Optimization** Christophe Robinet

A short pragmatic book about commercial due diligence, i.e. marketing in deal preparation. --- "A MUST READ FOR ALL EXPERTS INVOLVED IN PRIVATE EQUITY AND M&As"(\*) --- The book unveils a unique tool: MOSAICS to easily structure market data and articulate analytical tools. It provides a relevant synthesis of marketing fundamentals. The latter and the MOSAICS tool make this work of interest for M&A experts and beyond, for any Marketer. The book features a meaningful analysis of the practice while showing how commercial due diligence can enhance M&A pay-off. --- "A WAKE-UP CALL FOR THE BUSINESS WORLD"(\*) --- One may challenge the interest for real life of an academic research. Well, the answer comes from the business world itself: the original manuscript was awarded the yearly Prize by ARFA (the French Association of M&A professionals) and received support from seasoned practitioners (\*). --- (\*) Refer to the quotes on the fourth cover and the foreword. --- TARGETED AUDIENCE: Financial executives, corporate strategy executives, management consulting and education (business schools' professors & students) --- KEY WORDS: M&A, mergers and acquisitions, pay-off, ROI, investment, value creation, deal value, deal preparation, dataroom, data room, commercial due diligence, commercial analysis, strategy, analytical tools, matrix, Ansoff matrix, BCG matrix, GE matrix, KSF, key success factor, Ohmae 3C, Porter five forces, 8Ps Krippendorff, SWOT, strategic marketing, market analysis, market intelligence, knowledge management, risk analysis, methodology, mosaics model, management consulting, strategy consulting, private equity, PE, investor, venture capitalist, corporate venture, corporate fund, investment bank. --- SOME AUTHORS IN BIBLIOGRAPHY: R.Bruner, A.Chernev, P.Howson, R.S.Kaplan, K.L.Keller, P.Kotler, M.McDonald, P.Millier, A.Reed Lajoux. --- EBOOK OR PAPERBACK: The e-book features all figures and graphs in color whereas they appear in grey levels in the paper version.

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