



Asian Mergers and Acquisitions: Riding the Wave

Vikram Chakravarty, Soon Ghee Chua

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A fascinating look at the unique nature of mergers and acquisitions in Asia

The Asian market is heating up, and both local and international firms are looking to get in on the mergers and acquisitions (M&As) that are poised to play a pivotal role in the restructuring of all manner of industries. This restructuring will increase competitiveness, but to make the most of it you need to understand why M&As in Asia are unique. With *Asian Mergers and Acquisitions: Riding the Wave* in hand, you have everything you need to do just that.

Packed with invaluable information on how Asian M&As work, the book points to the fragmented nature of Asian countries, markets, and customers, the rise of Asian economies and firms, and the growth of cross-border business driven by the need for companies to gain access to markets, technologies, and brands as key elements for understanding the market.

- Lays out guiding principles for Asian M&As, including identifying the drivers for creating value, mitigating cultural differences, getting the best expertise in pre- and post-merger efforts, and more
- Contains everything investors need to know to understand coming changes in the Asian market
- Details how Asian M&As differ from those in other countries

Providing clear insights into Asian mergers and acquisitions and their inner workings, including do's and don'ts for successful investment, this book is essential reading for anyone looking to cash in—or simply understand— the rapid growth of Asian industry.



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