

## MARKETING RELATED MOTIVES IN MERGERS AND ACQUISITIONS%0A

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The U.S. food industry experienced a wave of mergers and acquisitions (M & As) during the second half of the last decade. Increasingly, marketing-related objectives have been suspected to cause these M & As. Denise Dahlhoff investigates the motives underlying the M & A activity in the U.S. food industry in the second half of the last decade. [D. Dahlhoff, Marketing-Related Motives in Mergers ...](#)

Brands and marketing aspects prevailing in food M&As. As for the specific motives of individual deals U.S. food companies, the business press conveys the perception that marketing-related considerations, particularly brands, govern M&A activity (e.g., Branch and Beck 2000; Raghavan et al. Sorkin 2001).

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Marketing-Related Motives in Mergers & Acquisitions: The Perspective of the U.S. Food Industry [Denise Dahlhoff] on Amazon.com. "FREE" shipping on qualifying offers.

### Mergers and Acquisitions Motives JM - University of Crete

proposed in the literature. I propose a categorization of such motives based on the residual claimant of the mergers gains, namely the owners or the managers of the merging firms, and on welfare effects. I also review the different empirical methods that have been proposed to investigate for merger motives, gains and effects.

### Motives of Mergers | Synergy, Growth, Power ...

Motives of Mergers A merger is a combination of two or more companies into one company. Generally, the motives of mergers are to enhance the competitiveness of new combined entity in the form of synergies, growth etc.

### Finanzwirtschaftliche Synergiepotentiale von Mergers und ...

Marketing-related motives in mergers and acquisitions : the perspective of the US food industry Dahlhoff, Denise, (2002) Mergers & Acquisitions und Shareholder Value Marketing-Related Motives in Mergers & Acquisitions The ...

The U.S. food industry experienced a wave of mergers and acquisitions (M&As) during the second half of the last decade. Increasingly, marketing-related objectives have been suspected to cause these M&As. Denise Dahlhoff investigates the motives underlying the M&A activity in the U.S. food industry in the second half of the last decade.

### Mergers and Acquisitions: Some Issues & Trends

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### Mergers and Acquisitions - M&A - Investopedia

Mergers and acquisitions (M&A) is a general term that refers to the consolidation of companies or assets through various types of financial transactions.