



# Successful Acquisitions: A Proven Plan for Strategic Growth

*David Braun*

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## **Successful Acquisitions: A Proven Plan for Strategic Growth** David Braun

Every company faces the inevitable challenge: stagnate or grow. One of the fastest ways for small- and mid-size companies to expand is through acquisition. Purchasing another company can seem daunting—but when done right, it can deliver outstanding rewards. *Successful Acquisitions* supplies the key information that business leaders need to know about finding and buying companies. Written by an M&A expert with more than \$1 billion in transactions under his belt, the book's practical and comprehensive approach integrates all the moving pieces into a logical step-by-step process that covers:

- The art and science of researching companies
- Building and balancing an acquisition team
- Valuation tips that look beyond the obvious
- The importance of “the seller's equation”
- Developing a negotiation platform
- How to be tough and still protect the buyer-seller relationship
- Guidelines for structuring an airtight deal
- The letter of intent, due diligence, purchase agreement, funding, and other essentials
- Bringing the deal to a timely close
- A 100-day plan for making integration a success

It's all here. From building the foundation to growing the relationships to cementing the deal, *Successful Acquisitions* is a complete roadmap to buying companies and achieving proactive strategic growth.

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