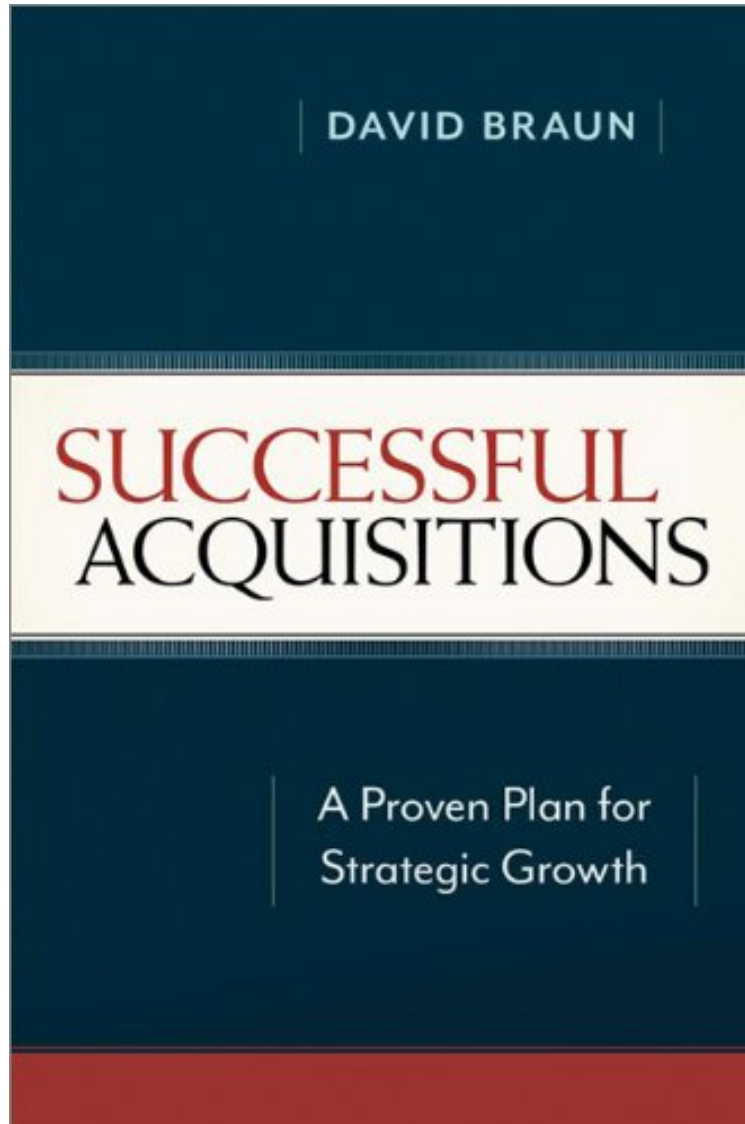


## Successful Acquisitions: A Proven Plan for Strategic Growth

*David Braun*

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**David Braun : Successful Acquisitions: A Proven Plan for Strategic Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Acquisitions: A Proven Plan for Strategic Growth:

0 of 0 people found the following review helpful. Crystal clear roadmap. Your Instructions Are: Follow and execute! By Ronald Hitson I enjoyed this book as well as all of the resources on the website/bog. I struggled with the buying process because I didn't have a process to start with. I was just randomly looking at lots of companies and these were broker represented companies that were not very good companies or they heavily shopped and overpriced.

David's "market's first" concept makes perfect sense. I'm looking forward to implementing everything from the book. I'm confident that I can finally find and acquire a company as I have been searching for a lengthy period of time. Thank you for this roadmap.

4 of 4 people found the following review helpful. outstanding. By D. Shapiro  
The best business consultants help their clients "keep their eye on the ball," despite many distractions and complications. This book is designed to do just that -- it distills the MA process to its essence, reminding (perhaps, gently forcing) the reader who seeks to grow their business via a strategic acquisition to always remember the point of it all. The book is full of wisdom, simply articulated. It was clearly authored by a knowledgeable advisor, who freely shares his vast experience and who helpfully uses anecdotes to make his points. The author's "Top 10 Lessons" to ensure a successful acquisition are helpfully summarized at the end of the book -- but it's hard to miss them as you read. I was thoroughly impressed by this book. I expect this will be an invaluable handbook to MA advisors (and their clients seeking to grow via acquisition) for many years.

2 of 2 people found the following review helpful. A great practical look at the art of the acquisition process. By Richard P Phillips  
This book is great for corporate development professionals -- it is a comprehensive practical guide to a strategic acquisition process from the vantage point of the buyer, not the banker or financial advisor. Most MA books focus on nuances of the definitive agreements, serve as great references for structures, and/or elaborate on the mechanics of transactions. Alternatively, David's book provides a systematic approach to isolating the strategic needs of an organization and finding targets (or identifying units to divest) based on those needs. MA is hard enough to get right for an organization, this book helps the reader think critically about which MA targets to pursue and why. The book's approach provides simple, yet hard learned MA lessons any practitioner would do well to keep in mind before, during and after their next transaction. -Richard P. Phillips, Managing Director Phillips Capital

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 MA 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.

"This book is a must-read for C-level and HR executives who are considering (or already planning) growth through acquisition... *Successful Acquisitions* is the manual for "interviewing" and screening companies to be sure you acquire the correct company that helps your business grow... David Braun proves the benefits of MA are not limited to large Fortune 500 companies, but are within the grasp of small and mid-sized companies as well." - Chicago Human Resources Examiner

You want to grow your business. Acquiring other companies can help enhance your brand, consolidate your operations, give you access to new technology, make you more attractive to customers and high-value employees, and block competitors from obtaining the same assets. Yet many company acquisitions fail, simply because those overseeing the deal fail to think strategically and drift into a purely reactive approach by seizing whatever opportunity happens to show up. *Successful Acquisitions* introduces a better way to grow. Written by a mergers and acquisitions expert with more than \$1 billion in transactions under his belt, this book offers a practical step-by-step plan for acquisition based on proven principles. Presenting a unique Roadmap to Acquisition, it shows how to:

- Build the Foundations by taking your bearings, establishing a viable strategy for growth, and conducting systematic market and prospect research
- Build the Relationships by making initial overtures, developing a dialog of trust, and beginning negotiations
- Build the Deal by getting down to the nitty-gritty of due diligence, deal structure, closing the transaction, and integrating the entities

You'll learn how to make criteria-driven decisions, establish a team to craft a vision for where your organization wants to go, review your growth options and create a highly structured game plan, identify the highly specific criteria for an acquisition, and know exactly when to say "yes" or "no." You will grasp the difference between valuation and price, and the difference between price and the seller's equation. You will also learn how to select and use expert advisers. Those more involved in mergers and acquisitions than valuation formulae and negotiation tactics. Buying a company successfully depends on mastering the entire business puzzle. Fascinating and accessible, this book helps you adopt an integrated acquisition process that will allow you to leverage new opportunities and redefine your organization to flourish in a changing world. DAVID BRAUN is founder and CEO of Capstone Strategic, Inc., one of America's leading MA consulting companies, which he created to meet the

unique demands of mid-market companies and their corporate growth initiatives. The firm's clients include small and family-owned businesses as well as Fortune 500 and multinational companies. His more than 20 years' experience formulating growth strategies in a wide range of manufacturing and service industries has led to an acquisition success rate way beyond the industry average. For more MA news from David, visit the Successful Acquisitions website at: [www.SuccessfulAcquisitions.net](http://www.SuccessfulAcquisitions.net)

From the Back Cover Purchasing another organization may seem daunting, but the right acquisition can dramatically accelerate your business' development. A complete roadmap to buying companies and achieving proactive strategic growth, *Successful Acquisitions* provides you with a logical, time-tested process for finding and buying companies. Filled with illustrative tales from the author's own extensive experience helping small to mid-size organizations grow through acquisitions, this illuminating, down-to-earth guide covers everything from building the foundation for successful expansion, to growing the necessary relationships, to cementing the deal. You'll learn how to:

- Conduct target research effectively and stealthily
- Know your position on the opportunity matrix
- Define your ideal prospect
- Lay the strategic foundations for a successful purchase
- Conduct the first, all-important phone call
- Build your negotiation platform
- Be tough while still protecting the buyer-seller relationship
- Bring the deal to a timely and successful conclusion

You'll discover the value of a relationship-based approach to acquisition, why it's best to look for companies that are not for sale, the importance of understanding "the seller's equation," why you must limit yourself to one reason for buying a company, and the benefits of a market-first strategy. The book provides an exact process for conducting a successful first meeting, explains why you need a multidimensional approach to valuation, identifies what you must always—and never—include in your Letter of Intent, and lets you in on how to successfully integrate both companies after the close. When it comes to buying privately owned companies, the transaction is almost never just about the price . . . and understanding that mysterious "something" that falls outside the spreadsheets is often what makes or breaks the deal. Taking you through a sequence of 14 key steps—the Roadmap to Acquisitions—developed, tested, and refined through author David Braun's two decades of service to growing companies, *Successful Acquisitions* includes all the tools and resources you need for buying a company, including a sample Letter of Intent, and much more. Packed with insightful, straightforward guidance, this is an essential guidebook for recalibrating your business through the successful acquisition of another.