



## Challenges and Opportunities of Cross-Border Deals

By Markus Assner

GRIN Verlag. Paperback. Book Condition: New. This item is printed on demand. Paperback. 26 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Seminar paper from the year 2004 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 1, University of Ulster at Coleraine (School of Business Organisation and Management), course: International Management, 30 entries in the bibliography, language: English, abstract: Introduction The globalisation of business over the past decade has caused a search for competitive advantage that is worldwide in scale. In response to the pressures of the rapidly consolidating global economy, companies follow their customers who are going global themselves. In combination with other trends, such as increased deregulation, privatisation, and corporate restructuring, the internationalization process has led to increasing cross-border activities in business. In the second chapter the authors present three types of cross-border deals, mergers, acquisitions and joint ventures. The following chapter covers challenges which these companies have to face when expanding to international businesses. The fourth part shows opportunities of the three cross-border types and examines their cultural and human resource aspects. . . . This item ships from La Vergne, TN. Paperback.



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