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They are the authors of the forthcoming book Mastering the Merger: Four Critical Decisions That Make or Break the Deal (Harvard Business School Press), from which this article was adapted.

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Ask and answer the big questions in due
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to Mastering the Merger: Four Critical Decisions That Make or Break the Deal. Maria Orozco is a manager and Cristina Botero is a consultant in Bridgespan's New York City office. Tags Boards, Community Foundations, Human Resources, Marketing & Communication, Mergers, Partnerships, Recession, Strategic Planning, Transparency. Free

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We use the term “M&A” to refer to either a merger or an acquisition event from which a company is moving forward. 2. D. Harding and S. Rovit, “Mastering the Merger: Four Critical Decisions That

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Harvard Business School Press, 2004).

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master the merger by responding effectively to four critical questions. This chapter introduces those questions and lays out the intent and structure of the book. This chapter is excerpted from 'Mastering the Merger: Four Critical Decisions That Make or Break the Deal'.

Introduction: Mastering the Merger

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