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| 1. Record Nr. | UNINA9910458067403321 |
| Autore | Howson Peter <1957-> |
| Titolo | Commercial due diligence [[electronic resource]] : the key to understanding value in an acquisition // Peter Howson |
| Pubbl/distr/stampa | Aldershot, Hants, England ; ; Burlington, VT, : Gower, c2006 |
| ISBN | 1-317-16381-8 1-317-16380-X 1-281-09857-4 9786611098575 0-7546-8558-6 |
| Descrizione fisica | 1 online resource (417 p.) |
| Disciplina | 658.1/62 |
| Soggetti | Consolidation and merger of corporations - Management Business intelligence Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover; Contents; List of Tables; List of Figures; Introduction; PART I: THE BASICS; PART II: ANALYTICAL TECHNIQUES; PART III: COLLECTING AND PRESENTING THE DATA; Appendix A: Checklists; Appendix B: Report Writing; Index |
| Sommario/riassunto | Commercial Due Diligence is written by someone with over 25 years' experience of practical strategic analysis who nonetheless has a strong academic grounding. Here is a book that deals with the essentials of strategic analysis with the practitioner's eye. |