



# Financial Analysis of M&A Integration : A Quantitative Measurement Tool for Improving Financial Performance

*Stuart Ferguson*

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## **Financial Analysis of M&A Integration : A Quantitative Measurement Tool for Improving Financial Performance** Stuart Ferguson

A Quantitative Measurement Tool for Improving Financial Performance *Stuart Ferguson* Integration difficulty--or "culture clash"--is the most-cited reason for M&A failures. *Financial Analysis of M&A Integration* provides an innovative tool for quantitatively anticipating and preventing functional problems when combining companies and their disparate cultures. This dramatic new approach will help decision-makers measure the direct impact of behavioral concepts data on ROI, cost of sales, and other business ratios and indicators as they factor the financial impact of cultural differences into valuation, shorten the integration period, and reduce its related costs, and more.

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