

Figure 5-10 Matrix for Merger and Acquisition Analysis

Merger and Acquisition Criteria	Company A	Company B	Company C
Shared vision of where the industry is heading and complementary roles each company wants to play in it			
Similar cultures and chemistry			
A winning proposition for acquired employees, at least over the short term			
A winning proposition for shareholders, employees, customers, and business partners over the long term			
Geographic proximity, particularly for large acquisitions			