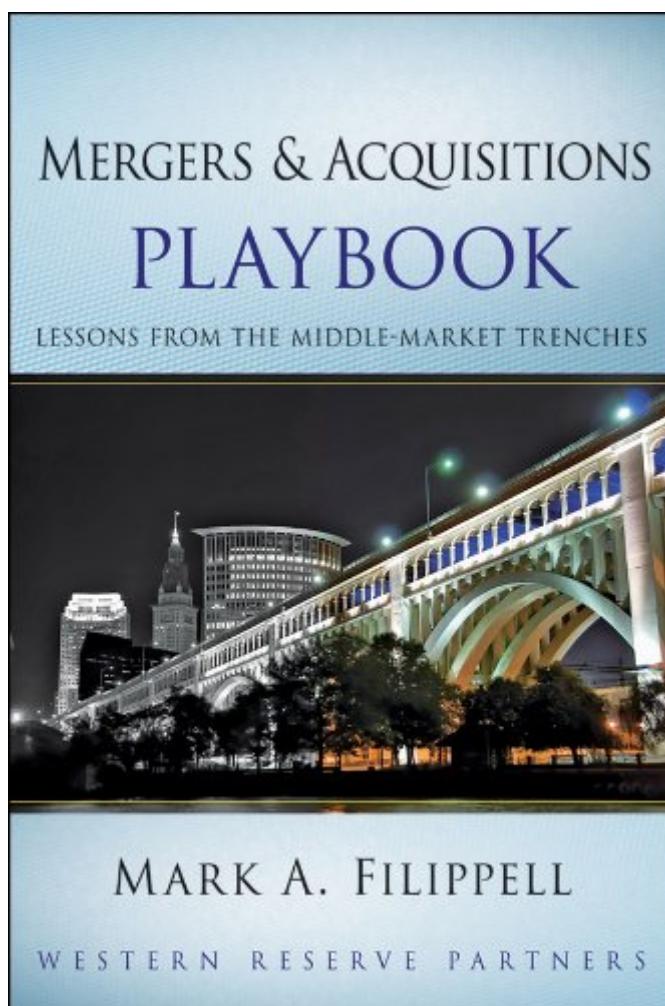


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Mergers And Acquisitions Playbook: Lessons From The Middle-Market Trenches (Wiley Professional Advisory Services)



Synopsis

The ultimate "tricks of the trade" guide to mergers and acquisitions *Mergers and Acquisitions Playbook* provides the practical tricks of the trade on how to get maximum value for a middle-market business. This book uniquely covers how to prepare for a sale, how to present the business most positively, and how to control the sale timetable. Written in a straight-talking style Provides the tricks of the trade on how to get maximum value for a middle-market business Shows how the sellers can take capitalize their inherent "unfair advantages" Examines the differences between "value" and "currency" Explains how to handle bankruptcy and distress company sales Offers tips on managing your lawyers in the documentation process Filled with empirical examples of successful-and unsuccessful-techniques, this practical guide takes you through every step of the M&A process, from how to manage confidentiality, how to create competition (or the impression of competition), to what to do once the deal is closed.

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Customer Reviews

Jim Collins, in *Good to Great*, searched for those qualities that differentiated the average company from the true standouts. While the long-term performance results of the best companies are available to all, the means by which those ends were achieved were far more subtle. And so it is with *Playbook*. Although billed as a how-to manual, on a subtle but powerful level it is an unintentional autobiographical account of how the author achieved greatness as a mergers and acquisitions specialist. Those who have watched Mark perform his magic over the years have witnessed those traits for which greatness was the unanticipated byproduct. Beyond his intellectual brilliance, Mark possesses two relatively uncommon virtues, particularly when they appear in tandem. First, his tenacity is legendary. It becomes doubly powerful when one's overarching motivation is to further the interests of his client. *Playbook* in its own right is a powerful tool; executed by anyone with Mark's intellect and temperament it is dynamite.

I am a business broker and this book is full of usable tips, advise, knowledge and examples as I look to upper main street as my next frontier.

This is a pretty pricey book, but it's the best end-to-end commentary on M&A that I've ever read. It really covers the gambit of transaction scenarios and stages, including deal structure, bid strategy, stakeholder management, and a lot more. It leaves you with plenty to think and talk about. It is also a very accessible read, for someone who hasn't spent a lot of time in that business, it's written as a door-opener. Filippell adds a lot of flavor with his first hand stories and I really liked how he discussed the human side of these business transactions.

Mergers & Acquisitions Playbook is an essential addition to any creditor's rights, bankruptcy and workout lawyer's library, especially for those who represent buyers or sellers of distressed assets. Chapter 13, "Sales Forced by Bankruptcy or Financial Duress," and Chapter 14, "Working with Lawyers," provide useful and practical advice for those who play in this space, and Mr. Filippell's addition of "Appendix 14A: Seller's Attorney Pretransaction Checklist" is timely and helpful. Mr. Filippell's often tongue-in-cheek writing style, coupled with his ability to explain complex concepts with simplicity, makes this a joy to read.

I was looking for a book to get an introductory view of M&A and this book served its purpose in providing a broad overview of the process and some general tips. It was not a technical guide and was very enjoyable to read. This book probably would not be great for someone who is already in

the M&A field or has a few transactions under their belt, but it is a great starting point. Thanks.

I received the book on Friday morning and finished it on Sunday night. "Playbook" is a spot on description of the buying and selling process. I have been fortunate in my career to be part of over 30 buy and sell transactions. It is hard to comprehend why it takes so long for a process to be completed, but Mark details the process and shows why these transactions take the time and why it is important to get the right Investment Banker. The section on lawyers was very accurate. The sellers always think it is crazy when I tell them to make sure they have "good, competent" counsel. This book gives good practical advice in selecting the right deal team. I was very impressed with how Mark wrapped together the timing, nuts and bolts of doing a transaction, with real life war stories. This is a good read for a business owner or someone starting in the M&A business, be it a banker, investment banker, lawyer, etc.

This is a great book and details what the trenches of deal making actually entail. Too many people (primarily undergraduates) believe that middle-market investment banking is heavily analytical and requires Excel work. While that is important, this book shows the real day & life perspective on what drives the sales process and how an owner can think about maximizing value. I've went back and read it a few times and I think it's a very valuable book to reference.

While the book's main target audience is the small business owner looking to educate his/herself about the sales process, this book is also a must read for young professionals, either newly entering, or looking to enter the field. As a young professional myself, this book went further to giving me a real world understanding of M&A than any of the text books or other readings I encountered while at school. Because the book presents the material in a straight forward, easy to understand manner, it's ideal for a student or inexperienced professional. At the same time, I also believe that even experienced professionals can learn a great deal from the different anecdotes and lessons the author relates from his own vast experience in M&A.

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