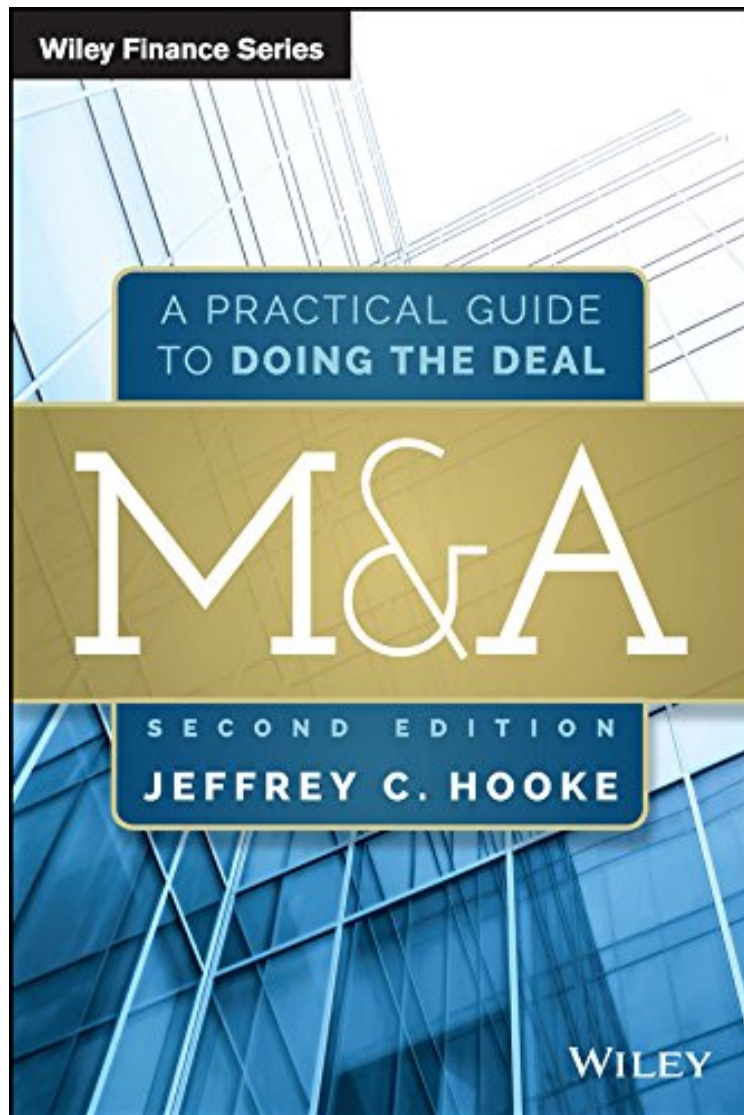


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## MA: A Practical Guide to Doing the Deal (Wiley Finance)

*Jeffrey C. Hooke*

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**Jeffrey C. Hooke : MA: A Practical Guide to Doing the Deal (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised MA: A Practical Guide to Doing the Deal (Wiley Finance):

0 of 0 people found the following review helpful. Top MA book combines theory and praxis  
By Rufus S. Lusk III  
Jeffrey Hooke is that rare individual who combines both praxis and theory. As an investment banker, Jeff has worked in both large governmental settings such as the World Bank and private investment companies, including the infamous Lehman (before its demise). Complementing this, his practice has been both overseas and domestic. Moreover, he has taught MA investing at Johns Hopkins University and in numerous private settings, including

China. When I was selling a private family company to a Fortune 50 company over 20 years ago, I wish I had had such a guide. From the perspective of a private business owner, Jeff's book really lays out what the understandings and goals of a publicly traded company are when doing an acquisition, along with the roles and competencies of all the players. For a hands on owner, entering into an MA discussion is a little like traveling to a foreign country absent knowledge of its language, customs, and mores. Jeff is a very good translator for the family business person of the world they're entering. As a real estate investor today, the hunt for a solid purchase is not that dissimilar from the steps that Jeff lays out when a company looks to do a value adding deal. His exposition that it takes 100 explored targets to get the one that is truly right underlines the fact that successful investing involves a lot of patience, elbow grease, and old fashioned gum shoe detective work. Don't believe the real estate reality TV soap operas. Real estate investing like MA investing is not really a get rich quick scheme, but a long term venture that rewards one who understands fully the process and does consistently good work in a collaborative fashion. If you're an MA professional, and desire to hone your craft, and have a wise voice close by, Jeff Hooke's book should occupy a prominent place on your desk. 0 of 0 people found the following review helpful. Excellent step by step guide. By H. N. Anderson Provides a more real world, not academic, treatment of MA industry and process. Well articulated examples that are easy to follow both quantitatively and qualitatively. Good treatment of EM. 0 of 0 people found the following review helpful. A true authority on MA. By LARRY ELKAN Jeffrey Hooke is a very good author as he is an Instructor at New York Institute of Finance or NYIF. An authority on the subject of MA you can have him mentor you by taking the 6 module MA course either at NYIF campus or online through edX which you can visit at edX.org

The comprehensive MA guide, updated to reflect the latest changes in the MA environment MA,nbsp;Second Editionnbsp;provides a practical primer on mergers and acquisitions for a broad base of individuals numbering in the hundreds of thousands: Investment bankers involved with mergers and acquisitions (MA). Equity analysts at hedge funds, risk arbitrage funds, pension funds, and banks, who invest in firms engaged in MA. Private equity professionals at buyout funds, venture capital funds, and hedge funds, who routinely buy and sell companies. Corporate executives and business development professionals. Institutional loan officers working with MA and buyout transactions. Business students at colleges and graduate business schools. Investor relations professionals at corporations and public relations firms. Lawyers who work with corporate clients on MA-related legal, financial, and tax matters. Independent public accounting firms that review MA accounting. Government regulators Sophisticated individual investors Its comprehensive approach covers each step in the process, from finding an opportunity, to analyzing the potential, to closing the deal, with new coverage of private equity funds and international transactions. This updated second edition also includes information on emerging markets, natural resource valuation, hostile takeovers, special deals, and more, plus new examples and anecdotes taken from more current events. Additional illustrations and charts help readers quickly grasp the complex information, providing a complete reference easily accessible by anyone involved in MA. The mergers and acquisitions environment has changed in the thirteen years since MA was initially published, creating a tremendous need for authoritative MA guidance from a banker's perspective. This MA update fills that need by providing the characteristic expert guidance in clear, concise language, complete with the most up-to-date information. Discover where MA fits into different corporate growth strategies, and the unique merits it confers Delineate clear metrics for determining risk, valuation, and optimal size of potential acquisitions Gain deeper insight into the fundamentals of negotiation, due diligence, and structuring Understand the best time to sell, the best way to sell, and the process of the sale itself In the past decade, the dollar value of MA deals has jumped ten-fold, and the number of individuals involved has expanded considerably. More and more executives, analysts, and bankers need to get up-to-date on the mechanics of MA, without wading through volume after volume of dense, legalistic jargon. Finally, MA is back ndash; providing a complete reference to the current state of the MA environment.

From the Inside Flap Thoroughly revised and updated, the second edition of MA offers a comprehensive approach for all the players in the merger and acquisition process including bankers, corporate executives, investment professionals, lawyers, regulators, and more. Written in clear and concise language, MA covers each step of the process, from the beginning stages of finding an opportunity to analyzing the potential. Author Jeffrey C. Hooke also offers insights for closing the deal. Filled with new examples and anecdotes drawn from current events, the book explores recent trends and changes in the mergers and acquisitions market. Since the first edition of MA was published, merger and acquisition activity has increased fourfold. To address the changes, the second edition contains a wealth of new information on such topics as private equity funds and international transactions. The new edition also includes a review of important changes such as the trend of smaller firms entering the game, emerging markets, natural resource valuation, hostile takeovers, expansion of the Internet, and the rise of activist investors. MA outlines the methodical search process of successful acquirers and details the key attributes of "good" versus "bad" deals. Hooke provides a synopsis of corporate valuation techniques and covers special challenges such as hi-tech companies, money-losing enterprises, cyclical businesses, and global firms. When a deal is close, the buyer has to gauge the impact of the prospective transaction on its balance sheet, income statement, and future equity price. To aid in this process, the text

contains the basics of MA financial accounting for the combined firms. In addition, Hooke reviews the key legal documents encompassed in the sale process, as well as the common legal structures. A proper legal structure can save buyer or seller significant monies, and it can offer either party substantial protection from unforeseen problems. MA, Second Edition includes the information and tools to help investment professionals consider corporate strategies, make optimal MA transactions, close better private equity deals, obtain superior arbitrage investments, and assess relevant regulatory matters.

From the Back Cover

**PRAISE FOR MA, A PRACTICAL GUIDE TO DOING THE DEAL, SECOND EDITION**

"Jeffrey Hooke has done a fine job explaining the 'ins and outs' of a very complex business. He knows what he's talking about." mdash;John C. Whitehead, former Co-Chairman, Goldman Sachs Co. "Jeff's book brings together a wealth of knowledge and experience and is a must-read for anyone working in the field of international MA." mdash;Steven N. Robinson, Co-Head, China Corporate Practice, Hogan Lovells International "Mr. Hooke's book is an invaluable how-to guide for MA professionals, finance professors, and business students." mdash;Allan Eberhart, Professor of Finance and Director of Master of Science in Finance Program, McDonough School of Business, Georgetown University "Whether you need a roadmap or reference, are entering your first MA transaction, or have completed many and wish to check your approach, Jeff's work will give you a secure footing from which to base all your decisions." mdash;Lee Arthur, Managing Director of New York Institute of Finance, a division of Pearson PLC "Jeffrey has done it again! He has laid out an insightful and practical approach to MA that captivates the reader. A solid reference book that will excite those hungry for undertaking successful MA transactions in all markets. For those starting out on this subject, it is a must-read to grasp substantial knowledge." mdash;Fred Nuerte Nuer, Chief Executive Officer, Cornerstone Capital Advisors Ltd. "This book is the perfect primer for operating executives seeking to expand their companies through MA. I have a copy on my desk." mdash;Daniel Ilisevich, Chief Financial and Administrative Office, Compusearch Software Systems "Mr. Hooke's experience as an investment banker and private equity investor shines through. For money managers, the book is a perfect primer on the growth tactics of MA-oriented firms, the takeover value of public companies, and the likely form of MA events." mdash;Lin Dong, CFA, FRM, Associate Director, UBS Asset Management (China)

**About the Author**

**JEFFREY C. HOOKE** is a Managing Director of Focus Securities, a mid-market investment bank. Previously, he led deals at the Emerging Markets Partnership, a \$5 billion private equity fund, and was a Principal Investment Officer of the International Finance Corporation, the World Bank's \$51 billion private sector division. Earlier, he was an investment banker with Lehman Brothers and Schroder Wertheim in New York. Hooke is a respected author and finance and investment executive with international experience.