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JEL- M21

TRENDS IN CORPORATE MERGERS AND ACQUISITIONS

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Abstract: The paper focuses on analyzing trends in corporate mergers and acquisitions on a global and Eastern European scale. It assessed the impact of the motives for the implementation of the merger/acquisition strategy and argues the need for strategic planning administration of the process.

Keywords: strategy, mergers, acquisitions, strategic planning, strategic management

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„Facebook“ „Netflix“, „Amazon“, „CVS Health“ „Aetna“ 69 „Unibail-Rodamco“ – „Westfield“ 24.7 „21st Century Disney – Fox“ 66 3

16% 2016 . 2017 . & 1 2018 2019 .

16%, „Kraft Heinz“ „Unilever“

2 https://www.capital.bg/biznes/kompanii/2018/01/07/3107655_slivaniata_i_pridobivaniata_nadhvurliha_3_trln/

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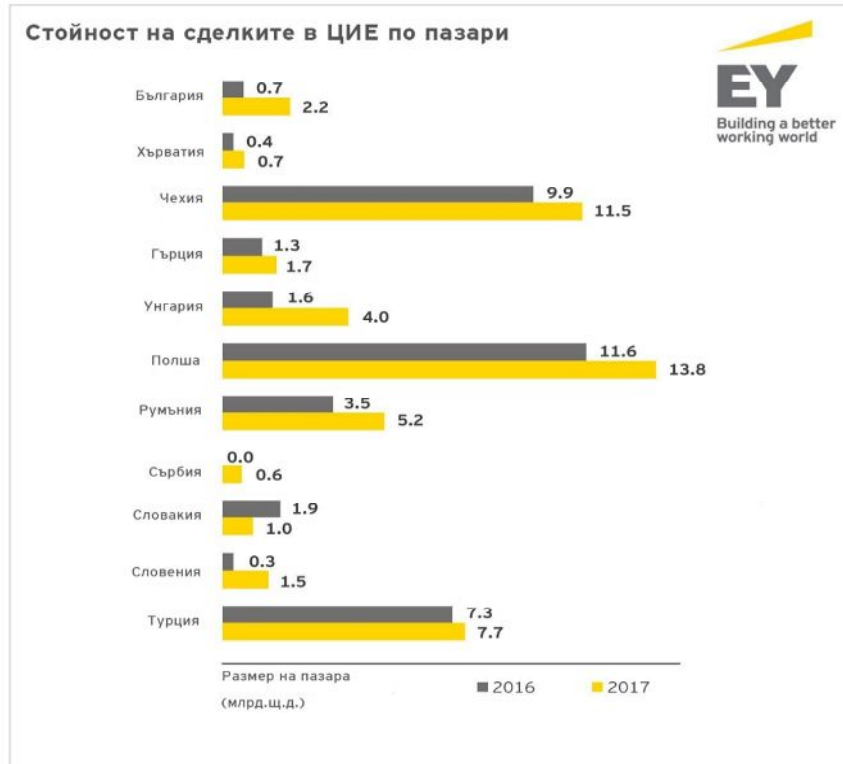
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6,6%

2016

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2017

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2017 . (48%)
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 „ „KBC Group“,
 638 . .
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 . „NEPI“ – „
 258 . „The Mall“ – ,
 „Hyprop Investments“ 180 .⁹

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