

# Mastering the Merger

1,700 Mergers  
70% Fail  
89% Lose Market Share

# Mastering the Merger

- David Harding
- Sam Rovit
- Bain & Co.



**Never Stop Shopping**



**Know What You Want**



**Set Limits**



**Do the Diligence**

A rectangular image with a blue background depicting a calm ocean under a light blue sky with wispy clouds. The text is centered in white.

**Keep a Foot on the Brake**

A rectangular image with a blue background depicting a calm ocean under a light blue sky with wispy clouds. The text is centered in white.

**Tailor the Terms**

