

Market Leader Intermediate Homework 3.3

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Skills – Part D

Read the “Briefing Notes” section and respond to the following questions for each of the 6 issues.

- 1) Do you agree with the management decision that was made?

- 2) How do you think this issue should/could/must be solved?

Case Study – Background & Company Profile

Read the case study information “Background” and company profile. Then listen to the audio track 1.18 and take notes on what Scott Henderson says.

Problems & Task – Read through the list of problems that the company is facing a year after the acquisition. Then write your opinions about the following questions and be ready to discuss them with your teacher in class:

- 1) Why do you think staff are resisting the changes?

- 2) What mistakes is the new management making?

- 3) What practical actions can be taken to improve the situation?

- 4) What can be learned from this experience so that the company doesn't make similar mistakes in the future?

Discussion

- What are some failed merger or acquisition projects that you have heard of or experienced before? What were some of the reasons for this failure?