

SELLING
YOUR
BUSINESS

公司转让

北京大学出版社

〔英〕 保罗·斯佩里
比阿特丽斯·米切尔 ■ 著
何昌邑 李 菁 ■ 等译
何昌邑 ■ 审校

SELLING
YOUR BUSINESS

公司转让



图书在版编目 (CIP) 数据

公司转让 / [英] 斯佩里, 米切尔著; 何昌邑译. — 北京: 北京大学出版社, 2003.8

ISBN 7-301-06432-2

I. 公... II. ①保... ②米... ③何... III. 公司-转让-研究 IV. F276.6

中国版本图书馆 CIP 数据核字 (2003) 第 061855 号

著作权合同登记号: 图字: 01-2003-4594

Copyright © Paul S Sperry and Beatrice H Mitchell, 1999

First Edition is published by arrangement with Kogan Page Limited.

Copyright © 2003 Portico Inc. All rights reserved

本书中文简体字专有使用权归北京大学出版社所有

公司转让

[英] 保罗·斯佩里 比阿特丽斯·米切尔 著

何昌邑 李菁 等译

责任编辑: 王煜玲 符丹

地 址: 北京市海淀区中关村北京大学校内 **邮编:** 100871

电 话: 邮购部 62752015 发行部 62750672 编辑部 62752926

网 址: <http://cbs.pku.edu.cn>

E-mail : zpup@pup.pku.edu.cn

出 版 者: 北京大学出版社

印 刷 者: 北京大学印刷厂

发 行 者: 北京大学出版社

经 销 者: 新华书店

开 本: 787mm × 1092mm 1/16

印 张: 12.75 彩插: 1

字 数: 177 千字

版 次: 2003 年 8 月第 1 版

印 次: 2003 年 8 月第 1 次印刷

书 号: ISBN 7-301-06432-2/F·0658

定 价: 28.00 元

公司转让

SELLING YOUR BUSINESS

AOL Time Warner



世界性的大公司发展到今天都是通过并购方式扩张的，AOL 兼并 Time Warner 成了世纪之交的重大新闻。

AOL Time Warner

- corporate information
- corporate citizenship
- companies
- international
- investors
- news
- features
- careers



AOL Time Warner

- corporate information
- corporate citizenship
- companies
- international
- investors
- news
- features
- careers



Movie Maker: Spike Lee (above) helped put color in indie films.

Does 'Indie' Mean White?

African Americans used to hold a true stake in independent films. A handful of filmmakers helped forged a path in Hollywood, but has progress waned?

Today, according to one writer, "the filmmakers, the casts, the content and the industry as a whole -- all are arrestingly white."

• [Africana Gives the Details](#) | [Discuss It](#) | [American Black Film Festival News](#)



AOL Black Focus

New Area to Serve The Needs and Interests of The African American Community

News

- AOL Time Warner and Microsoft Agree to Collaborate on Digital Media Initiatives and Settle Pending Litigation
- 'The Matrix Reloaded' Blasts Through Competition to Dominate International Box Office with All-Time Record-Breaking Gross of \$113.2 Million
- The WB Completes the Season with the Largest Gains on Television in key Demographics

In the Community

The Andrew Heiskell Community Service Awards celebrate the exceptional volunteer efforts of our company's employees. Help us recognize this year's 14 winners, as well as the recipient of the 1st Annual AOL Time Warner Civic Leadership Award. [Click here for a list of winners.](#)

Agree to
ding Litig
ough Co
-Time Re

with the

Our Partners | Advertise with Us | AOL Time Warner | Contact Us | Site Map

June 12, 2001

Visit Other AOL Sites: [Choose a site!](#)

Our Partners

Because we are a leader in the marketplace, AOL is fortunate to partner with some of the world's best known companies and organizations. For a sampling of AOL partners, please see the listing below.

Auto, Travel

- [AutoNation.com](#)
- [AutoTrader.com](#)
- [Budget Rent a Car](#)
- [Club Med](#)
- [Continental Airlines](#)
- [Delta Airlines](#)
- [Hotels.com](#) (Hotel Reservation Network)
- [Michelin](#)
- [Six Flags](#)
- [Subaru](#)
- [Texas Tourism](#)
- [The Hertz Corporation](#)
- [Travelocity](#)

Babies, Children and Toys

- [BabyUniverse](#)
- [Gymboree.com](#)
- [Healthline](#)
- [KBKids](#) (includes eToys and KBTovs)
- [Parenting.com](#)
- [Sesame Street](#)
- [Toysthus.com](#)

AOL Connections

Mary O'Grady and Len Wheatley are proof that finding love online isn't just for the younger set. The Florida seniors first met online in August 2001 after Mary decided to place a personal ad on Love@AOL. [Click here for more.](#)

[View Other Connections](#)



er Friendly Version



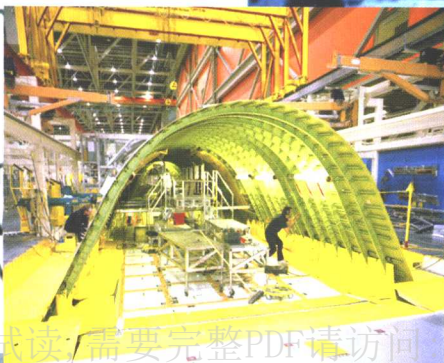
ic, complex air

Services that
ons to th

eing Com
enton, V
Executi



who choose Boeing get more
reat airplane, they also get the
ost complete selection of
port products and services.



此为试读/需要完整PDF请访问

www.ertongbook.com

SELLING YOUR BUSINESS

公司转让

SELLING YOUR BUSINESS



公司转让

SELLING YOUR BUSINESS

麦道公司是大军工企业，它被转
让给了波音，使得后者在世界飞机制
造业处于领先地位。

Boeing Home Commercial Home

Overview





Now Anything's Possible
Live in the Moment

Collaborate on Digital
ation
mpetition to Dominate
cord-Breaking Gross of
argest Gains on

In the Community

The Andrew Heiskell Community Service Awards celebrate the exceptional volunteer efforts of our company's employees. Help us recognize this year's 14 winners, as well as the recipient of the 1st Annual AOL Time Warner Civic Leadership Award
> [Click here for a list of winners](#)

SELLING YOUR BUSINESS

MAIN

WHO WE ARE

PRESS RELEASES

CAREERS

MEMBER BENEFITS

HELP 24/7

[Our Partners](#) | [Advertise with Us](#) | [AOL Time Warner](#) | [Contact Us](#) | [Site Map](#)

i-nnovative Careers

At AOL, we know that the power of a single individual can make a world of difference. That's why we offer each member of the AOL team the opportunity to stand out as we contribute to our corporation's overall mission. Our goal is to connect, inform and entertain people everywhere in innovative ways that will enrich their lives. Already, AOL is the world's largest online community. And this is just the beginning. Care to join us? The possibilities will inspire and intrigue you.

公司转让

SELLING YOUR BUSINESS



花旗银行凭借资本运营优势，在公司兼并和公司转让方面有着很强的实力，它和旅行者集团的并购被认为是世纪之交的重大商业典型兼并案例。

THE CITIBANK MASTERC



Shop 'til you drop

Now buying a stereo system can help hook you up with a new car.



Introducing the Citibank Driver's Edge® card.
The only card that lets you earn rebates toward the purchase of any new car. Any make. Any model.
Whether you're buying a Volvo or a Ford, a Camry or a Civic, a Mustang or a Miata, the Citibank Driver's Edge card will earn you rebates toward the purchase of your new car. And it's not just any card. It's the only card that lets you earn rebates toward the purchase of any new car. Any make. Any model. To learn more, call 1-800-246-0822.



CITIBANK

Now buying sports stuff can get the ball rolling toward a new car.



Introducing the Citibank Driver's Edge® card.
The only card that lets you earn rebates toward the purchase of any new car. Any make. Any model.
Whether you're buying a Volvo or a Ford, a Camry or a Civic, a Mustang or a Miata, the Citibank Driver's Edge card will earn you rebates toward the purchase of your new car. And it's not just any card. It's the only card that lets you earn rebates toward the purchase of any new car. Any make. Any model. To learn more, call 1-800-246-0822.



CITIBANK

RCARD. HOLIDAY SWEEPSTAKESSM



b. We'll pick up the tab.

CITIBANK 

Now shopping for groceries can
help you bag your next new car.



Introducing the Citibank Driver's Edge[®] card.
The only card that lets you earn rebates toward the purchase of any new car. Any make. Any model.
Whenever you're shopping for groceries with the new Citibank Driver's Edge card, you'll earn rebates equal to 1% of the total purchase. So now you can get your next new car with a Citibank Driver's Edge card. And since you're already shopping for groceries with the new Citibank Driver's Edge card, you can get your next new car with a Citibank Driver's Edge card. To apply call 1 800 225-3650.



Now buying a stereo system can
help hook you up with a new car.




Introducing the Citibank Driver's Edge[®] card.
The only card that lets you earn rebates toward the purchase of any new car. Any make. Any model.
Whenever you're buying a stereo system with the new Citibank Driver's Edge card, you'll earn rebates equal to 1% of the total purchase. So now you can get your next new car with a Citibank Driver's Edge card. And since you're already buying a stereo system with the new Citibank Driver's Edge card, you can get your next new car with a Citibank Driver's Edge card. To apply call 1 800 225-3650.



OUR BUSINESS

公司转让

SELLING YOUR BUSINESS



Mercedes-Benz

Research & Development
Research & technology
Research & technology
Research & technology
Research & technology

Start National Search Site map Catalogue News

INNOVATIONEN

To the web special safety

Constantly ahead of our time

A large proportion of modern day automotive technology originally came from Mercedes-Benz. Our company is characterised by a history of countless discoveries in all vehicle areas.

In this chapter, we will give you an insight into the current research and development projects in Mercedes-Benz engineering and introduce you to a traffic concept which could soon be a reality.

通过复杂的资本运作，
一家又一家公司被转让给了
奔驰。



You Can't Resist...
► 2003 SL-Class At A Glance

Online Portfolio ►

Set up an Online Portfolio to take advantage of unique features!

Purchase Tools ►

All the tools and resources you need to make an informed and intelligent purchase decision.

The 2003 SL-Class Overview

Base Price: \$86,710.00*



► **SL500 Roadster**
5.0L 24-valve V-8 engine
302 hp @ 5,600 rpm
Net torque 339 lb-ft @ 2,700 - 4,250 rpm

Base Price: \$113,970.00*



► **SL55 AMG**
AMG-built supercharged 5.5L 24-valve V-8 engine
493 hp @ 6,100 rpm
Net torque 516 lb-ft @ 2,750 - 4,000 rpm

* MSRP includes \$720 transportation and handling charge and includes all taxes, title, documentary fees, registration, tags, Mercedes-Benz Dealer prep, labor and installation charges, insurance, optional equipment and accessories, certificate of compliance or non-compliance fees, and finance charges. Actual prices may vary by Dealer.



雀巢公司是公司转让运作的高手。



istory

& Beyond

NESCAFÉ
Excella®

これが、私のリズムです。

Wake up!

毎日の暮らしも、ちょっとしたことで
素敵なリズムが生まれます。
たとえば、ネスカフェ エクセラを一杯。
そのおいしさが、気持ちを前に動かしてくれるのです。
さあ、たっぷりのミルクと一緒にカフェ・オ・レにして。
今日もあなたに輝いてほしいから
めしあがれ、エクセラを。

NESCAFÉ®

ホームページアドレス <http://www.nestle.co.jp/> 登録商標 NESCAFÉ、ネスカフェは登録商標です。ネスレ日本株式会社

SELLING YOUR BUSINESS

公司转让

SELLING YOUR BUSINESS

HP Compaq Merger: Carly Fiorina's Biggest Challenge Starts Now

by Larry Magid



Hewlett-Packard CEO Carly Fiorina is about to face the most difficult challenge of her career. Sure, she managed to convince government regulators in the United States and Europe that the merger between HP and Compaq was not anti-competitive. And she narrowly succeeded in winning stockholder approval of the merger despite an organized no-vote movement, led by Walter Hewlett, son of co-founder Bill Hewlett. She even survived a court challenge by Hewlett, who claimed that she misled and, in some cases, pressured stockholders into voting her way.

But all those accomplishments — incredible as they may be — are nothing compared to what she has ahead of her. Now she actually has to pull off the merger and steer the combined company through what are likely to be some very difficult times.

Unlike her most recent battles, Fiorina won't succeed just by being articulate and persuasive. She has to win the support of consumers and businesses who vote with their dollars, euros and yens while at the same time focusing on the momentous task of combining two very different companies. And one more thing: Fiorina and her managers have to write out about 15,000 pink slips to HP and Compaq employees who will lose their jobs as a result of the merger.

None of this would be easy in good times, but these are not good times for the PC industry. A couple of years ago, lots of HP employees would have welcomed a layoff so they could grab their severance pay and sign up with one of the many startups that were begging for employees. But high-tech jobs are now scarce. Many of those who will be laid off from HP and Compaq will stay unemployed for quite some time.



An event is detected.
Failure attacks.
Reacting swiftly, our netserver analyzes the situation
and renders a paralyzing block to the bad sector.
Peace is restored.
The republic of your network remains intact.

Engineered on a human level.

www.hp.com/pc



HP NetServer LH 4: Intel® Pentium® III Xeon™ processor 450 MHz, 500 MHz / Up to four-way processing / 0 to 144 GB hot-swap hard drives
Intel, the Intel Inside Logo and Pentium are registered trademarks and Pentium III Xeon is a trademark of Intel Corporation. ©1999 Hewlett-Packard Company. All rights reserved.



Mercedes-Benz

News & Events
Innovation

► Research & technology
Tomorrow's mobility
Engineering glossary



[Start](#) [National](#) [Search](#) [Site map](#) [Dialogue](#) [Help](#)



It's all invention!

The name Mercedes-Benz means more than just comfortable and sporty cars. It also stands for numerous technical innovations. Our engineers have played an important part in finding new directions regarding safety, rationality and environmental protection in vehicle design.

- Ceramic valves
- Cylinder cut-out system reduces fuel consumption
- TELE AID
- The Anti Brake Locking System
- Drive by wire
- Three valves per cylinder
- Safety through language recognition
- ESP: Almost like on rails
- Electronic proximity-controlled cruising
- Common Rail: High Pressure Front Nearing
- End of the line for the spare wheel?
- Death Valley: Tests in the desert
- Ceramic brake disc



公司转让

SELLING YOUR BUSINESS



back to pfizer.com

如果你有一项很有前途的药品专利，你的小公司很有可能转让给药业巨头 Pfizer。



back to pfizer.com

Exploring Our History

Gallery of Leaders 1849 - 1899 1900 - 1950 1951 - 1999 2000

The Enterprise Begins



- **1849:** Charles Pfizer & Company opens as a fine-chemicals business.
- **1862:** The first domestic production of tartaric acid and cream of tartar, launched by Pfizer.

[more](#)

New Processes and Products



- **1900:** Pfizer files for incorporation in New Jersey.
- **1910:** Company sales total nearly \$3 million.

[more](#)

Age of Research and Rebirth



- **1951:** Pfizer operations are established worldwide.
- **1954:** [Tetramycin®](#) (oxytetracycline), the purely synthetic broad-spectrum antibiotic discovered by Pfizer, is marketed.

[more](#)

The Future of Pfizer



- **2000:** Pfizer and Warner-Lambert merge to form the new Pfizer.
- **2001:** Henry A. McKinnell, Ph.D. succeeds William C. Steere, Jr. as Chairman and Chief Executive Officer.

[more](#)

Pfizer's history is one of innovation and adventure, of risks taken and bold decisions made. It is the story of men and women dedicated to building a great company with a noble purpose—to help people live longer, healthier lives.

Excerpts of this web site have been reprinted, by permission, from *The Legend of Pfizer* by Jeffrey L. Rodengen. © 1999 by Write Stuff Syndicate, Inc.



We dedicate ourselves to humanity's quest for longer, healthier, happier lives through innovation in pharmaceutical, consumer and animal health products.

[Sitemap](#) | [Contact](#) | [Privacy](#)

Who We Are

About Pfizer
News
Careers
For Investors

What We Do

Medicines & Products
Health Resources
Animal Care
Business to Business

How We Help

Research & Development
Caring for Community
Access to Medicines

► Medicine & Product Highlights

Prescription

[Aricapte](#)® (donepezil hydrochloride tablets)
[Bextra](#)® (valdecoxib)
[Celebrex](#)® (celecoxib)
[Diflucan](#)® (fluconazole)
[Lipitor](#)® (atorvastatin calcium) tablets
[Relpax](#)® (eletriptan HBr)
[Viagra](#)® (sildenafil citrate) tablets
[Viracept](#)® (nelfinavir mesylate)
[Zoloft](#)® (sertraline HCl)
[Zyrtec](#)® (cetirizine HCl)

► [More Medicines & Products](#)

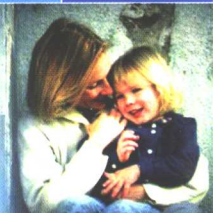
Over-the-Counter

[Benadryl](#)
[Cortizone](#)
[Desitin](#)
[e.p.t](#)
[Listerine](#)
[LubriDerm](#)
[Neosporin](#)
[Roloids](#)
[Sudafed](#)
[Visine](#)

Partnerships for a Healthier World

Because people in need should get the medicines they need.

Search Pfizer.com



Find Medicines

► Latest News Releases

[June 19, 2003](#) Pfizer's Celebrex® Preferred by Patients Over Acetaminophen for Control of Osteoarthritis Pain

[June 17, 2003](#) Pfizer Sees Strong Prospects Based on Rapid Integration of Pharmacia and Expanded Product and R&D Opportunities

[June 16, 2003](#) Pfizer Share Card Report to America Identifies Key Features of a Meaningful Prescription Drug Benefit for Low-Income Medicare Recipients

[June 16, 2003](#) Patients Taking Pfizer's Lipitor Show Significant Cardiovascular Benefit. Major Study Shows

► Pfizer Features

[Analyst Meeting Webcast](#) — June 17, 2003 8:30am EDT

[Pfizer for Women](#) — If you're a woman who wants to learn more about healthy living, visit the Pfizer for Women web site. It's a place for quality health-related information and tools, like a free medication log and Stay-on-Track Health Monitor, to help you make informed decisions about your health.

[Pfizer/Pharmacia Merger News](#)

[Previous Pharmacia Web Sites](#)

[The Pfizer for Living Share Card™ Program](#)



Mercedes-Benz




STERLING
TRUCKS

 HYUNDAI

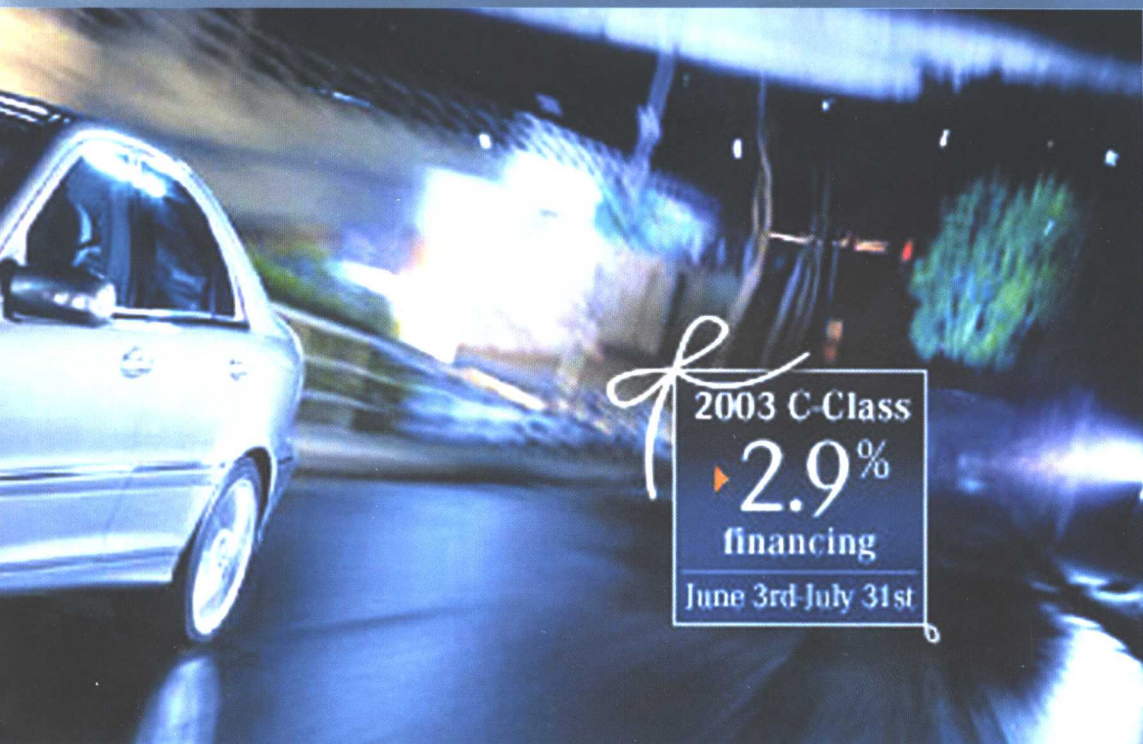
HSBC 

DAIMLERCHRYSLER

ONLY IN A
Jeep

 WESTERN STAR TRUCKS

MITSUBISHI MOTORS



2003 C-Class

2.9%

financing

June 3rd-July 31st

SELLING YOUR BUSINESS