



Does the Gaining Worth the Compromise?: Mergers in Luxury Automobile Industry, Case- Study of Lamborghini

Sanaz Hajizadeh, Alessandro Brun

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Mergers and acquisitions are among the most attractive business practices especially in production industry, where the temptations of cost reduction, access to the new market or acquire the new technology are irresistible. But not all practices are the best practice either financially or non-financially. In this book we are seeking the answer to the title of the book by investigating into the impacts of a merger in automobile industry with focus on luxury segment of it. We will do this by discussing numerous examples and study the last Lamborghini merger in detail, and then warning the companies on the path they have been chosen to reach to their goals. The aim of this book is to simply explain the effects of mergers for all costumers of either luxury goods or automobiles, and open new point of view which hopefully will help them in their future decision making processes. This book can also benefit everyone who is interested in automobile industry or luxury industry, and students and scholars pursuing research in fields of management, marketing and international business.

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