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Making Investment Decisions Based on Prior Merger and Acquisition Performance in the Preannouncement Period

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Oral Presentation O4.3

**MAKING INVESTMENT DECISIONS BASED ON PRIOR MERGER AND
ACQUISITION PERFORMANCE IN THE PREANNOUNCEMENT PERIOD**

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Corporate mergers and acquisitions are very complex business transactions with a great deal at stake to the companies involved. To the individual investor, these transactions and how they are undertaken play a key role in investment decisions. Looking at the largest mergers (in dollars) since 1995, this study hopes to find consistent increases in shareholder wealth before announcement. This study hopes to find reliable data supporting financial and economic theories of increased shareholder wealth. This study will look at the pre announcement period to investigate if there are any signs in the market that would signal a time to invest.