

4.2.4 Reasons for global mergers or joint ventures

Write a definition of joint ventures here:

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Write a definition of mergers here:

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Starter – joint venture or merger?

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| **Sony Ericsson** |  |
| **Hero Honda** |  |
| **Exxon Mobil** |  |
| **Mars Wrigley** |  |

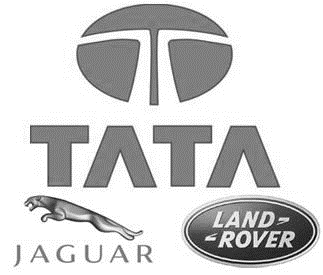
**Spreading risk over different countries/regions**

Spreading risk with a joint venture





Spreading risk with a merger

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**Entering new markets/trade blocs**

Joint ventures and the Chinese car market



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Joint ventures in Japan



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Mergers and new markets



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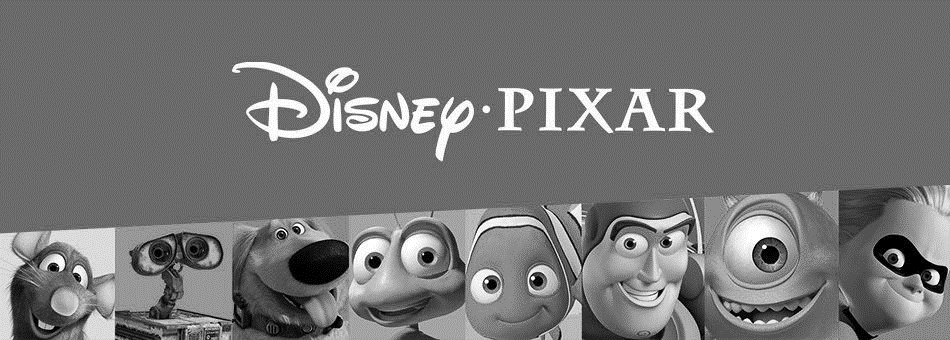
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| Advantages of joint ventures | Disadvantages of joint ventures |
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**Acquiring national/international brand names/patents**

Brand name acquisition

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Brand acquisition – Disney Pixar



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Brand Acquisition – Quaker and Snapple



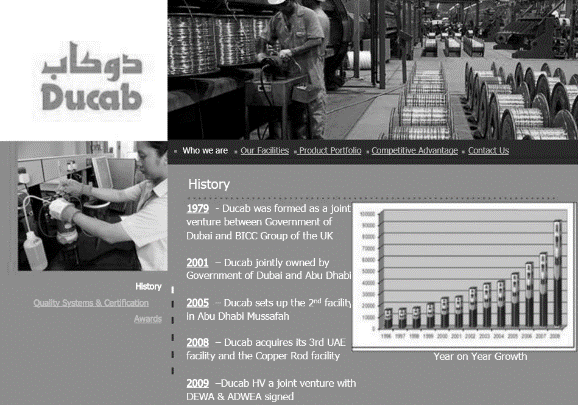
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Patent acquisition

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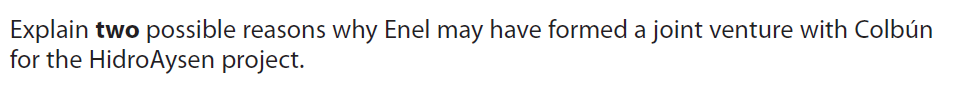
**Securing resources/supplies**

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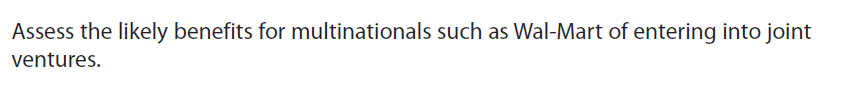
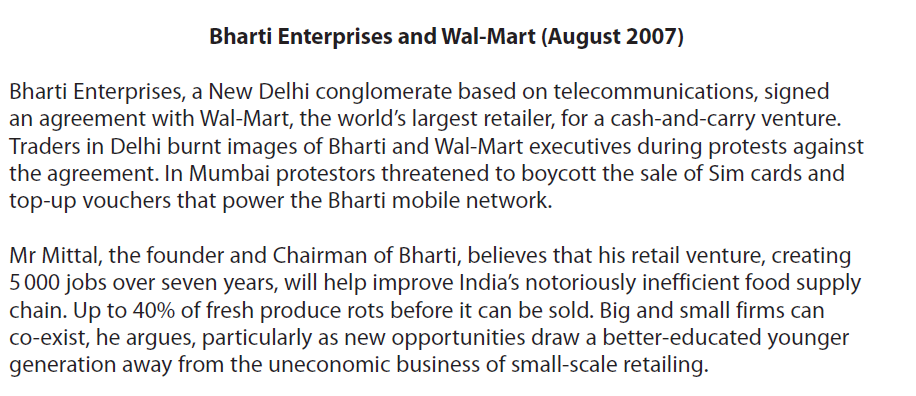
**Maintaining global competitiveness**

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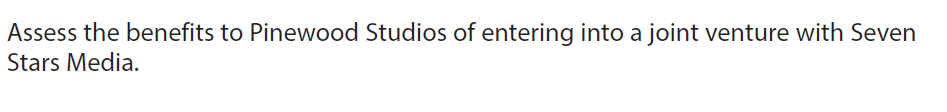




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