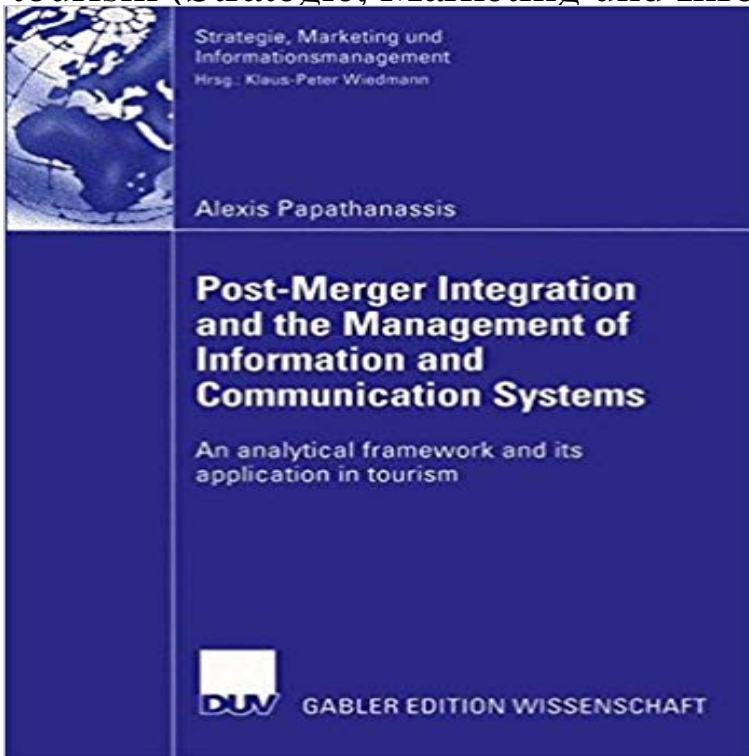


Post-Merger Integration and the Management of Information and Communication Systems: An analytical framework and its application in tourism (Strategie, Marketing und Informationsmanagement)



Alexis Papathanassis postulates that ICS ought to be treated as a complex and demanding management process and that it should be acknowledged as a key enabler of merger value realization. The application of his Post-merger information and communication systems framework (POMICS) on a real-life post-merger integration situation in a tourism company serves as a validation and as an illustration of the frameworks potential value. It also gives valuable insights into some of the key questions facing the entire tourism sector today.

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