References


Boston Consulting Group (1972), *Perspective on Experience*, BCG.
References


References


Impact Databank, Top 100 Premium Spirits, February 2015.


Merger and acquisition strategies


L’Oreal Italia (2008), Home page, www.loreal.it.


References


Sloan A.P. (1963), My Years with General Motors, New York: Doubleday and Co.


Stellmann S., (2010), The Impact of Cultural Differences on the Daimler Chrysler Merger, Northumbria University, Newcastle upon Tyne, UK: Grin Verlag.


References


