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About the Author Mark L. Sirower is a corporate development advisor with The Boston Consulting Group and a visiting professor at New York University's Stern School

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In a study quoted by Mark Sirower[1] in his book The Synergy Trap, the ego needs of the CEO are listed as one of the reasons for mergers.

Mark l. sirower (author of the synergy trap)

Mark L. Sirower is the author of The Synergy Trap (3.36 avg rating, 11 ratings, 2 reviews, published 1997) Mark L. Sirower s Followers. None yet.

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