

# Why Your M&A Due Diligence Just Doesn't Go Far Enough...

## How to Discover Hidden Value



### **For the Buyer:**

#### **Forensic Brand Analysis<sup>SM</sup> The Buyer's Secret Weapon**

A due diligence tool that forecasts the value of the deal.  
Is it a steal? A deal? or should you walk away?

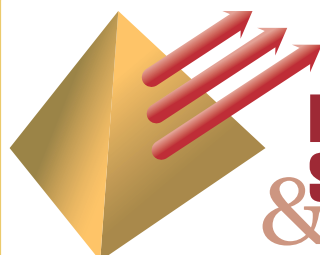
### **For the Seller:**

#### **Brand Development Strategy**

A sure-fire strategy for increasing Brand Equity Valuation

Business Strategies & Beyond has designed a valuable **Forensic Brand Analysis<sup>SM</sup>** tool for assessing brand performance and brand equity valuation within the due diligence discovery process...

*and*, conversely, an innovative seller's strategy that can be implemented for maximizing valuation.



**Business  
Strategies  
& Beyond**

Gail Steckler, Founder, President and Chief Strategy Officer draws on over 20 years of experience in business-to-business marketing communications to formulate unique buy-side and sell-side strategies for maximizing value during the M&A due diligence process.



**Gail Steckler**  
*President &  
Chief Strategy Officer*



- *Brand Development*
- *Brand Management*
- *Growth Strategies*
- *M & A Transitional Brand Strategies*

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