**Brill Acquisition Manual**

**Description:**
The Acquisition Manual on Brill is published for two purposes, firstly to identify the company as a potential acquisition target and secondly, to fully analyse all aspects of Brill so that potential purchasers or investors have all the information necessary to enable an objective appraisal. Amsterdam Stock Exchange listed company. The Acquisition Manual on Brill is written in concise and explicit terms which provide exactly the right level of information for each management function within the predator company to enable the formulation of forward strategic plans and attack campaign tactics. The Acquisition Manual on Brill consists of three sections.  
1. The Acquisition Database for Brill consists of 20 parts, comprising: The Chairman's Overview; The Chief Executive's Summary; The Financial Controller's Balance Sheets; The Marketing Director's Objectives; The Sales Director's Targets; Corporate Development Stratagem; Product Management Tactics; Overseas Development Guide; Product Distribution & Customer Service Planning; Advertising + P.R. Department Management; Market Research Issues; Administration & Customer Handling; Human Resources Director's Screening Manual; Quality & Product Control Handbook; New Product Development Blueprint; New Technology Primers; Physical Process & Order Handling Schema; Competition Analysis; Product Perceptions; and Customer Perceptions.  
3. The Business Planning Database for Brill.  

**Contents:**
The Acquisition Manual on Brill identifies Brill as a potential acquisition target. The Acquisition Manual on Brill is concise & explicit, allowing a predator to formulate strategic plans & campaign tactics. There are 3 sections.  
1. Acquisition Database for Brill in 20 parts: Chairman's Overview; CEO's Summary; Financial Balance Sheets; Marketing; Sales Targets; Corporate Stratagem; Product Management; Overseas Development; Product Distribution; Advertising; Market Research; Administration; Human Resources; Quality Control; New Products; New Technology; Physical Process; Competitors; Product & Customer Perceptions.  

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