

Friendly Takeover: Acquisition of Walt Disney of Pixar Studios

Effects of the Merging

Which management prevailed?

Reasons for Merging

Inputs of the group

Disney

Pixar

TheCasesolutions.com

Background of the Companies

Walt Disney

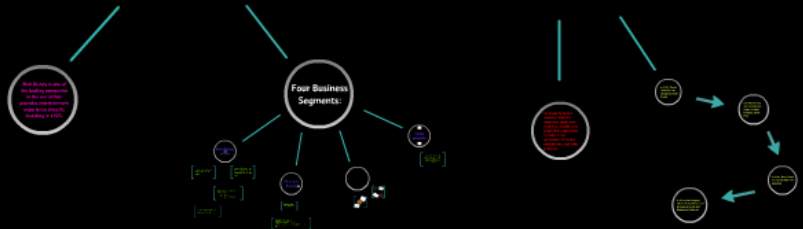
Pixar

Four Business Segments:

- Disney was able to increase its revenues by merging with Pixar
- The increase in competition in animation was not for Disney
- Disney's animators were loyal to the company
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WALT DISNEY
Company

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ANIMATION STUDIOS

the Merging

management prevailed?



It created transformational leadership and organizational learning between the two companies.

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WALT DISNEY