

David Eichenlaub quoted in Pittsburgh Business Times Article, "How to Negotiate a Deal to Merge with Another Company."

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Prevent surprises, keep everyone's expectations in line

**Pittsburgh Business Times** June 1, 2007

*By Patty Tascarella*

The national surge in the urge to merge raises questions for companies on-the-verge. Negotiating the deal itself spans the rhyme and reason behind it. There's the potential downside -- a legacy's dirge, employee purge -- along with the pluses -- strengths converge, cost savings emerge.

"They have to keep in mind the other company's goals and objectives and culture, such that they're able to construct a deal that meets the needs of both parties," said David Eichenlaub, managing director of Cecil-based investment banking firm Strategic Advisors Inc.

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