
News article discussion – 07 Mergers and Acquisitions

Please read the articles “Google takes on Apple with \$2.1bn deal to buy Fitbit” and “Fitbit/Alphabet: step down” which can be found in Links in Documents for this topic.

The discussion of the article in class will be guided by the questions below.

Discussion questions

1. Does it seem to you that the premium paid by Google for Fitbit is too high? Why? What piece of evidence can be used to guide your answer.
2. What are the risks of the merger?
3. What type of synergies may Google be aiming to take advantage of?