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The Growth Strategist

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December 12th 2006: "Growing Your Business Through Mergers: What to Do When a Merger Falls Apart"

Art Guida, Director of External Affairs & Economic Development for Public Service Electric & Gas Company (PSE&G) is Aldonna's guest on The Growth Strategist™. The key to his interview is that PSE&G and Exelon went through almost two years of very public merger negotiations, and then the deal fell apart. Art can share how the companies kept their employees sufficiently informed without compromising negotiations, how they remained productive despite the distraction and the lessons learned through the process. He has information about how a business can move on even when a highly anticipated me

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