Managerial Economics and Business Strategy, 8e

Memo 10

To: President, Global Operations

From: COO

Re: AOL Europe

As you know, some of your colleagues have privately recommended that we sell our holdings in AOL Europe. While I have yet to form an opinion on this matter, an important issue is how such a deal might be put together. In particular, if we move in this direction, how do you envision selling these assets – individually or in one big deal?