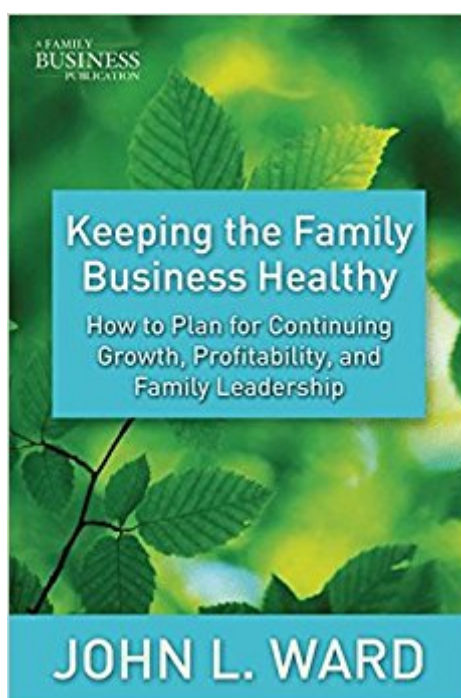


The book was found

Keeping The Family Business Healthy: How To Plan For Continuing Growth, Profitability, And Family Leadership (A Family Business Publication)



Synopsis

Good planning is more than just thinking ahead; businesses need a strategic approach to ensuring their success. *Keeping the Family Business Healthy* provides readers with a guide to strategic thinking, including how to maintain growth, how to shape business direction, preparing for new leadership, and working with a large and diverse family base.

Book Information

Series: A Family Business Publication

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Customer Reviews

Family-owned businesses are a predominant form of business organization in the United States, yet such businesses tend to have relatively short life spans, often limited to the working life of the founder-owner. The author, an educator and expert in family businesses, describes the character and life cycle of the family business and offers guidance in two crucial areas: strategic business planning and planning the family's role in the business and its future. Ward offers an able analysis of these factors, providing sound advice to those involved with family businesses. Recommended. Elin B. Christianson, Library Consultant, Hobart, Ind. Copyright 1987 Reed Business Information, Inc. --This text refers to the Paperback edition.

Shows how to use strategic planning to help a family business remain profitable, survive from one generation to the next, continue to grow, and adapt to change. Demonstrates how to create a comprehensive strategic plan for the business and the family. --This text refers to the Paperback

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Prof. John Ward is a top writer in the field, and this is a classic. Anyone who is interested by this fascinating subject should read this.

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