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C. Aronoff, J. Ward

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C. Aronoff, J. Ward : Make Change Your Family Business Tradition (A Family Business Publication) before purchasing it in order to gage whether or not it would be worth my time, and all praised Make Change Your Family Business Tradition (A Family Business Publication):

Family businesses that expect to endure over a long period of time must learn to respond and adapt to a rapidly changing environment. The authors provide a new appreciation for the importance of change and the tools necessary to incorporate change as a company tradition.