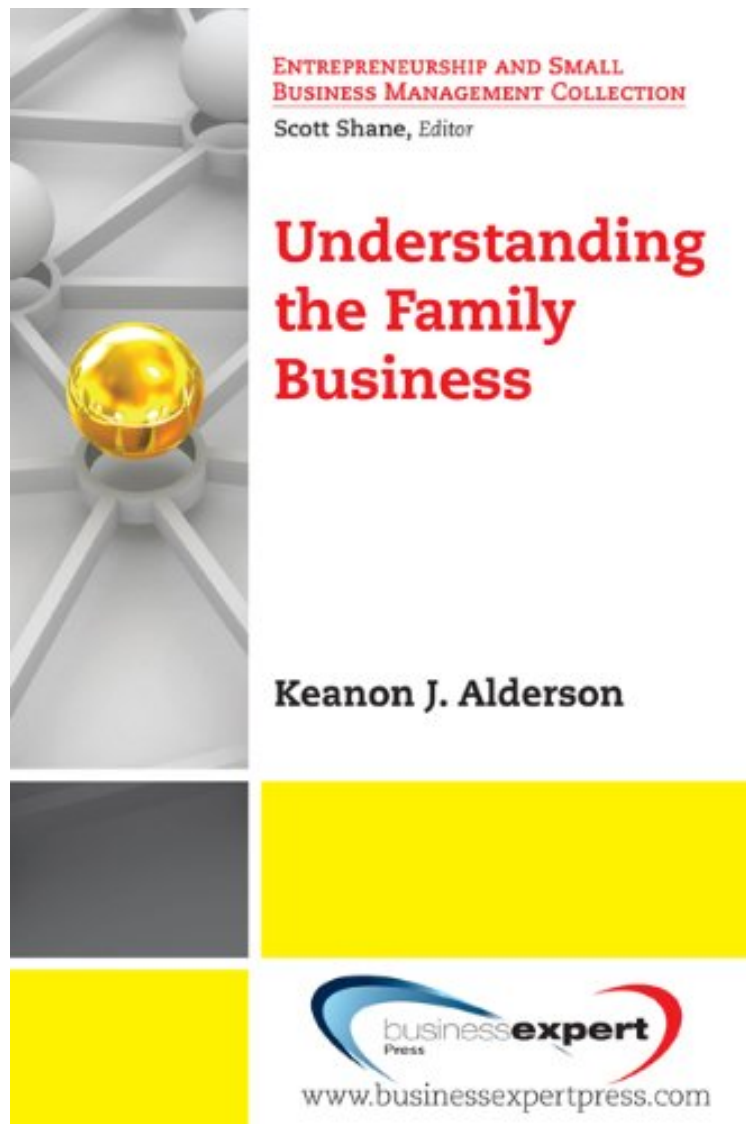


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## Understanding The Family Business (Entrepreneurship Small Business Management Collection)

*Keanon J. Alderson*

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**Keanon J. Alderson : Understanding The Family Business (Entrepreneurship Small Business Management Collection)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding The Family Business (Entrepreneurship Small Business Management Collection):

1 of 1 people found the following review helpful. Helpful on the topic of family businessBy wbohrerWas an easy read and was full of helpful information related to family business. The book did not use technical terms that an average

person would not be able to understand. Written in a style that is very down to earth and gets the point across in such a manner that one can actually understand what they just read. The author is very knowledgeable on the subject and used sources to back up what he said in the book. 1 of 1 people found the following review helpful. Great for any family business. By Czar I needed this book for a class on family business and this book contains great information that isn't found in the Internet, this is a "need" if you are planning to transfer ownership of your family business. Overall an easy read and it contains great information. 0 of 0 people found the following review helpful. Understanding the Family Business. By Guadalupe G The kindness of this book is the summary of the different topics in a business that belongs to a family. It is recommended to beginning consultants

The purpose of this book is to provide readers with an introductory overview of family business, the most prevalent form of business in the world. The differences between family and nonfamily businesses are emphasized in this book. There are several key audiences: As a supplemental text for university undergraduate or graduate level courses such as small business management, introduction to business, entrepreneurship, or family studies. Members of family businesses will benefit from the book as an introduction to the unique nature of family businesses. Professional advisors to family firms such as accountants, attorneys, bankers, insurance providers, and financial services professionals may develop a better understanding of their clients. Suppliers to family businesses will gain insight to this important business customer. Much of the literature on family business is from the United States; an attempt has been made to present relevant international information, as well. Chapter one defines a family business and provides an overview of family business. Chapter two explores the many differences between a family owned business and a nonfamily owned business. Chapter three explores the major family business theories. Chapter four discusses how family firms make business decisions. Chapter five explores the significant issues prevalent in a family firm. Chapter six explores the most problematic issue in family firms: succession or the transfer of ownership to the next generation. Chapter seven explores the many differences among the generations of a family firm. Chapter eight presents information on family business strategic planning. Chapter nine focuses on effective family business governance and use of advisors and boards. Chapter ten explores key success tips for long lasting family firms. Chapter eleven discusses trends in family business. Chapter twelve contains key points for family business professionals and suppliers who target or service family firms. Chapter thirteen presents areas for future research to advance the study of family business.

I find this book has been written with depth and understanding of the issues facing family businesses. This book will help the reader understand, appreciate, and differentiate between a family business and a nonfamily business. I look forward to making this book available to all my students as we continue to create an awareness of the important role family business plays in our global economy. Carmen Bianchi, Director, Entrepreneurial Management Center (EMC) Business Forum College of Business Administration San Diego State University Past President, The Family Firm Institute (FFI), 2007- 2009 About the Author Keanon Alderson PhD is an author, columnist, consultant, speaker, and expert on the subject of family businesses. A university professor teaching marketing and entrepreneurship courses in addition to his popular family business management course, professor Alderson wrote his doctoral dissertation on family business decision making. Professor Alderson is an engaging public speaker, and has presented at numerous conferences around the world. Not only is professor Alderson academically qualified to write about family business issues, he is also professionally qualified having worked in his family's business for 17 years. He presently owns a family business with his wife Sandy.