



Family Business Values: How to Assure a Legacy of Continuity and Success (A Family Business Publication)

By C. Aronoff, J. Ward

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It's so important that the generations to come understand and share in the founder's vision and philosophy. Authors Aronoff and Ward help leaders discover their own values and then they provide ways to infuse these values into the fabric of their business for generations to come.

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Editorial Review

About the Author

CREAIG E. ARONOFF Co-founder, Principal, and Chairman of the Board of The Family Business Consulting Group, Inc., the founder of the Cox Family Enterprise Center and current Professor Emeritus at Kennesaw State University, USA. He invented and implemented the membership-based, professional-service-provider sponsored Family Business Forum, which has served as a model of family business education for universities world-wide.

JOHN L. WARD Co-founder of the Family Business Consulting Group Inc. He is Clinical Professor at the Kellogg School of Management, USA, and teaches strategic management, business leadership and family enterprise continuity.

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