Bibliographic Information

Book Title: Wise Family Business

Book Subtitle: Family Identity Steering Brand Success

Authors:

* Joachim Schwass
* Anne-Catrin Glemser

Copyright 2016

Publisher: Palgrave Macmillan UK

Copyright Holder: The Editor(s) (if applicable) and the Author(s)

Hardcover ISBN: 978-1-137-58599-8

Edition Number 1

Number of Illustrations and Tables: 48 b/w illustrations

Topics

* [Family Business](http://www.palgrave.com/gb/product-search/discipline?facet=type__book&topic=514020)
* [Customer Relationship Management](http://www.palgrave.com/gb/product-search/discipline?facet=type__book&topic=513050)
* Communication Strategy
* Brand Management
* Reputation Management
* [Business Strategy/Leadership](http://www.palgrave.com/gb/product-search/discipline?facet=type__book&topic=515010)
* Corporate Identity
* Family Governance
* [Corporate Social Responsibility](http://www.palgrave.com/gb/product-search/discipline?facet=type__book&topic=526010)

Buy this book: Link to http://www.palgrave.com/gb/book/9781137585998