**Reference blurb :**

Family companies are often shy about the fact that they are owned by families. This book not only shows that, in a world of faceless corporations, they have a great deal to gain by celebrating their family roots. It provides them with a guide of how to conduct that celebration: that is how to build on the public’s natural affection for family businesses without exposing the family itself to undue obtrusiveness. A must read for any of the growing number of people who are interested in the subject of families in business….

Adrian Wooldridge

Author, “*Masters of Management: How the Business Gurus and their Ideas have Changed the World – for Better and for Worse.*”