



Entrepreneurs in Every Generation: How Successful Family Businesses Develop Their Next Leaders

Allan Cohen, Pramodita Sharma

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Discover What Makes Family Businesses Beat the Odds and Thrive over Generations

Families are complicated; family businesses even more so. Like other companies, family-run enterprises must develop leadership and entrepreneurial skills. But they must also manage family dynamics that rarely mirror the best practices in the latest *Harvard Business Review*.

Allan Cohen and Pramodita Sharma, scholars with deep professional and personal roots in family businesses, show how enterprising families can transmit the hunger for excellence across generations. Using examples of firms that flourished and those that failed, they describe the practices that characterize entrepreneurial individuals, families, and organizations and offer pragmatic advice that can be tailored to your unique situation.

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