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Strategies for Longevity in Family Firms: A European Perspective (Bocconi on Management)

G. Corbetta, Carlo Salvato
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The strategic concepts and tools illustrated in this book provide a framework for devising and implementing strategies favouring longevity of family-controlled business entities. The authors illustrate their arguments with examples drawn from their direct knowledge of representative Italian and European family firms.

About the Author GUIDO CORBETTA is Professor of Strategic Management and AIdAF-Alberto Falck Professor of Strategic Management in Family Business at Bocconi University, Italy. He is also Senior faculty member of the SDA Bocconi Business School and member of the editorial committee of Entrepreneurship Theory and Practice and Family Business . He is a Fellow of IFERA (International Family Enterprise Research Academy). CARLO SALVATO is an Associate Professor of strategic management in the Department of Management Technology, Bocconi University, Italy, where he collaborates with the AIdAF-Alberto Falck Chair in strategic management in family business. He is also an associate editor of the Family Business .