

PRESS RELEASE



Manage Family in your family business

by Gideon Maas and André Diederichs

Family businesses form the backbone of economies worldwide, and in South Africa they constitute 80% of small and medium businesses and more than 60% of the market capitalisation on the JSE. However, family businesses often face particular challenges that set them apart and call for special attention.

This book guides readers through managing their family-owned business successfully. It contextualises family business within the global and local marketplace, and covers specific issues relevant to these types of businesses – such as communicating effectively within the family business structure, succession planning, managing husband and wife relations within the business, and developing growth strategies that work. It also addresses the impact of ever increasing regulation, black economic empowerment and corporate governance requirements on the South African family business.

The focus of the book is on creating and maintaining wealth for all members of the family, and on developing sustainable and entrepreneurial businesses.

About the authors

André Diederichs focuses on the impact of globalisation on the South African business environment. He concentrates specifically on family businesses and small and medium enterprises for a top South African financial services company.

Gideon Maas owns and manages Global Entrepreneurial Business Consultants, which focuses on family businesses and entrepreneurship and specifically on innovation and growth strategies. GEB Consultants also organised the first international conference for family businesses in Africa.

André and Gideon are both excellent speakers on the topic of family business and have addressed thousands of family business owners over the last few years. They are available for interviews.

***Manage Family in your family business* is available from Frontrunner Publishing. It can be purchased from major booksellers from March 2007 at a recommended retail price of R89.**

Issued on behalf of **Frontrunner Publishing** by **Logogog**. For further information or to request an author interview contact Paula Marais on 072 633 7661 or paula@logogog.com.

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