Strategies for Longevity in Family Firms
A European Perspective

Guido Corbetta
Bocconi University, Milan, Italy

and

Carlo Salvato
Bocconi University, Milan, Italy
## Contents

*List of Tables*  
vi  
*List of Figures*  
vii  
*Acknowledgments*  
viii  

Introduction: Strategies for Longevity in Family Firms  
1  
1 Some Myths about Family Firms  
9  
2 Unique Characteristics of Family Firms  
19  
3 Analyzing Family Firms: Tools and Contents  
31  
4 Successful Family Firms  
51  
5 Competitive Strategies in Family Firms  
70  
6 Diversifying the Family Estate  
87  
7 Financial Strategies  
100  
8 Organizational Strategies  
117  
9 Institutional Strategies  
135  
10 The Process of Generational Change  
159  
11 Transition Processes and “Third Parties”  
187  

*Notes*  
197  
*Bibliography*  
203  
*Index*  
207