



The Ownership Strategy

The owners are an important aspect of the organizational structure of any family business. Family businesses have to deal with questions of ownership as professionally as they deal with the corporate strategy. This is the only way to guarantee the future of the company. The owner strategy is the key. Peter May is one of the leading experts on family businesses and a pioneer in the field of strategic consulting for family business owners. The book at hand, however, goes one significant step further : It contains the first complete and coherent description of how to develop an owner strategy. It is therefore the first focused and fully functional guide that owner families and family businesses can use to tailor a custom owner strategy and hence take the vital step from theory to practice.