

# STRATEGIC MANAGEMENT



CONCEPTS  
& CASES

FRANK T. ROTHARMEL

# Rothaermel Strategic Management Concepts

**Xiang Xie**



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type of company In this regard the topic of strategic management has been developed In this sense it is especially important to recognize how the family decisively influences the behavior of the company and also to identify how the existence of the company affects family dynamics Those who manage family businesses whether family or not must reconcile both perspectives business and family in the definition of strategic objectives allowing sustainability and continuity in this type of organization The Handbook of Research on the Strategic Management of Family Businesses provides emerging research that covers how strategic management in the family business has been developed and identifies the objectives that sustain this strategic behavior the main areas of analysis family and business the definition of strategies and their implementation Also the authors of this book review the different scenarios for family firms and propose strategies to tackle the challenges and seize the possibilities to grow in a competitive and dynamic environment Featuring coverage on a broad range of topics such as human capital organizational leadership and knowledge creation this book is ideally designed for family firms managers advisors consultants policymakers business professionals executives entrepreneurs researchers academicians and students

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