

# Family Business as Paradox (A Family Business Publication)

A. Schuman, S. Stutz, J. Ward

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**Family Business as Paradox (A Family Business Publication)** A. Schuman, S. Stutz, J. Ward Rather than having to choose between the family and the business, the authors argue that if family-owned businesses can consciously manage and over time, perhaps, synthesize these contradictions, the Family Enterprise will have a long-term strategic and competitive advantage and the family will remain committed to continuity.



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