



Sink or Swim: How Lessons from the Titanic Can Save Your Family Business

Priscilla M. Cale, David C. Tate

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This powerful study of the threats to business survival draws compelling parallels between the *Titanic* and family firms, serving to motivate family business stakeholders into corrective action before it's too late.

- Contributions from leading researchers, advisors, and family business owners, providing personal, professional, and academic insights
- A chronology of events originating from the early periods of the industrial revolution to the modern era
- Diagrams, tables, and charts related to family business
- Photographs of *Titanic* in various stages of development, as well as of *Titanic*'s owners, builders, passengers, and crew
- Bibliography of sources citing leading researchers, advisors, and family business owners; and of primary and secondary sources relating to *Titanic*

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