

Family Businesses: Rethinking Success



By [Scott E. Friedman](#)

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More than 2,000 years ago, visitors to the Temple of Apollo at Delphi encountered a simple instruction: “Know Thyself.” After more than 40 years advising family businesses and the families who own them, I have come to appreciate that this ancient wisdom – that I suggest should include “knowing your family” - remains one of the most overlooked keys to a family’s success, both in business and in life. Let me explain.

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