



Prof. Dr. Tom A. Rüsen

# UNDERSTANDING FAMILY BUSINESSES IN GERMANY

---

Results from 20 years of research



**WITTEN INSTITUTE FOR  
FAMILY BUSINESS**  
PRIVATE UNIVERSITY OF  
WITTEN/HERDECKE

# CONTENT

**01\_ Short introduction of the WIFU**

**02\_ A systemic perspective on family businesses**

**03\_ Succession dynamics & longevity**

**04\_ Family governance and strategy**

---

**Dear prospective customer,  
thank you very much for your interest in our lecture  
presentation.**

**We are happy to provide you with all of these. Please send us an  
email request to: [Wissen@wifu.de](mailto:Wissen@wifu.de).**