



PARENTAL PRESENCE AND NEW AUTHORITY – WHAT CAN WE LEARN FROM BUSINESS FAMILIES?

-TOWARDS A SYSTEMS THEORY OF NEW AUTHORITY -

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A SYSTEMS THEORY OF NEW AUTHORITY

1. INVISIBLE SOCIAL SYSTEMS

- 1.1 A FAMILY BUSINESS STORY: THE LITTLE HOTEL
- 1.2 WHAT DO WE LEARN FROM BUSINESS FAMILIES?
- 1.3 THE BUILDING BLOCKS OF SOCIAL SYSTEMS: COMMUNICATIONS

2. POLYCONTEXTURALITY

- 2.1 SIMULTANEOUS CONTRADICTING CONTEXTS
- 2.2 HOW DOES THE COMMUNICATION KNOW WHERE IT BELONGS TO?

3. CONTEXT MARKERS AND COMMUNICATION MEDIA

4. „NEW AUTHORITY“ - MORE THAN JUST A NEW TERM

- 4.1 SWITCHING MEDIA
- 4.2 LEARN TO BECOME „POLYGLOT“
- 4.3 FAMILIES AS "EXPERTS IN DOUBLE CODING“

5. CONCLUSION: THE NEXT AUTHORITY – THE SMALL AUTHORITY

**Sehr geehrter, lieber Interessent, sehr geehrte, liebe Interessentin,
herzlichen Dank für Ihr Interesse an unserer Vortragspräsentation.
Gerne stellen wir Ihnen diese in Gänze zur Verfügung. Bitte senden Sie uns
eine Anfragemail an: wissen@wifu.de.**