

Innovation in Small Family Businesses

Sylvie Laforet

*Reader in Marketing, Huddersfield University Business
School, UK*

Edward Elgar

Cheltenham, UK • Northampton, MA, USA

Contents

<i>Preface</i>	vi
1. Introduction	1
2. Culture, structure, leadership, business goals, orientation and innovation	35
3. Characteristics and factors affecting innovation in family firms	87
4. Process of innovation in small family businesses	128
5. Conclusion	154
<i>Index</i>	179