



Family Businesses in Sub-Saharan Africa: Behavioral and Strategic Perspectives

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This book is the first of its kind to highlight the importance of family businesses to economic growth in sub-Saharan Africa. It examines the managerial, behavioral, and strategic issues facing these companies and offers conclusive statements about their performance and influence on the region. Family businesses have been found to outperform non-family businesses in advanced industrialized economies, yet no such information exists on the importance of these companies which dominate the economic landscape of sub-Saharan Africa.

Through empirical evidence and cross-country data, a team of expert contributors explore matters related to the management of family-owned businesses, such as how they evaluate employee productivity and performance, manage human resources, view governance practices and the role of women, and other sensitive issues. This is a seminal text for students and researchers in family business, entrepreneurship, strategic management, and family business owners looking to improve and advance their companies for the greater good of sub-Saharan Africa and the rest of the continent.

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