



Family Business: A Case Study of Nyonya Meneer, One of Indonesia's Most Successful Traditional Medicine Companies (Paperback)

By Asih Sumardono

Equinox Publishing (Asia) Pte Ltd, Indonesia, 2007. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Chinese have a saying about family businesses: the first generation builds the company, the second generation grows the company, and the third generation destroys the company. There are many examples of this growth and decline in many countries, especially in Indonesia where the business conglomerates - mostly owned by ethnic Chinese - are notoriously secretive; their companies trials and tribulations are known only to a very select group. However, every once in a while, one of the insiders opens the company's doors and allows the general public a chance to see what has really transpired over the generations. Even less frequently are these stories allowed to be published in a book. Family Business is one of those rare books. For the first time, the inside story of one of Indonesia's largest traditional medicine companies is available in the English language. From the tales of the founder's struggles in raising a family and managing a company, to the passing of command to its second and third generations, Family Business is a real...

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