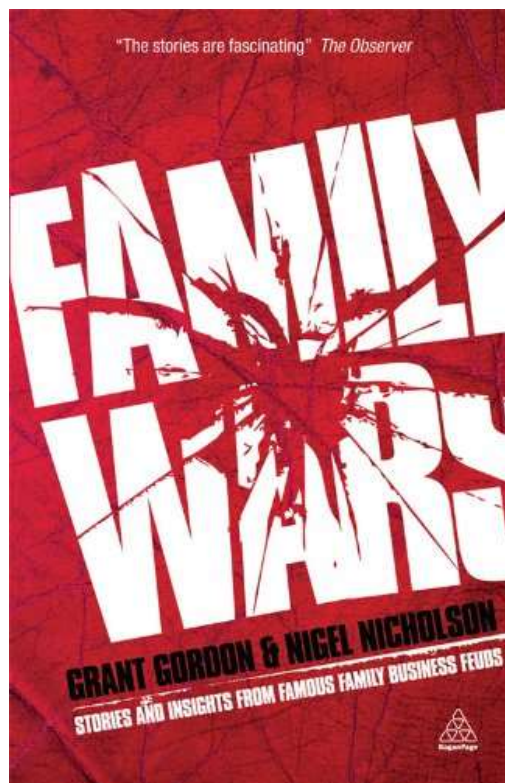


Introducing a Book:

Family Wars

by Grant Gordon and Nigel Nicholson

Published by Kogan Page; 1st edition (March 3, 2010)



Courtesy: https://www.amazon.com/Family-Wars-Stories-Insights-Business-ebook/dp/B005EROETC/ref=sr_1_1?keywords=business+feud&qid=1605470892&s=books&sr=1-1

Family feuds are rather quite common when parental/ancestral properties are partitioned among the close relatives of the family. Such feuds usually affect the family members in many negative ways, especially in their kinship relations. Families may not talk to one another for even generations. Such a situation is also found commonly when two or more individuals own and run a shop or store in the bazar. We often notice that this may happen when the business is losing money and is not able to attract customers. Owners have difficulty in adding or investing more

money into the business. Even when they invest more money in the business, things may not change for the better. We also notice when the partition takes place, one of the owners may be able to run his or her store more successfully and the other former partner's store may continue go down the drain, ultimately leading to insolvency, etc. This picture is quite common in our bazars.

Similar situation happens even in big companies, traditionally owned by the members of a family. The reasons for the failure of the business operation are manifold. But the failure of the business operation results in family wars. We may also say that because of family wars, which lead to misunderstanding for various reasons, the prosperous business may shrink over the years.

Family Wars by **Grant Gordon and Nigel Nicholson** describes family feuds among leading business families around the world. The reasons for the feud, how such feud affects the administration and running of the companies, how the family members get estranged and the overall lessons we could learn from such episodes are all presented in this insightful book. All of us interested in business, especially the teachers, students and business executives and owners will benefit greatly by reading this book.

Family Wars by Grant Gordon and Nigel Nicholson is divided into 9 chapters.

- 1. Family Wars**
- 2. The ideas: the roots of family warfare**
- 3. Brothers at arms**
- 4. Fighting for the crown**
- 5. The house that hubris built**
- 6. Heads in the sand – the insularity slap**
- 7. Schism – the house divided**
- 8. Uncivil war**
- 9. The lessons – the price of war and the prize of peace**

It is more likely that students in our colleges will need some help in recognizing some of the families and the companies mentioned in the book. Yet the book is worth reading. Through patient reading students will gain a deep knowledge of the types and roles of family feuds in business and business administration.

Even though the authors describe the history and types of family wars in some leading business families in the world, the major focus of the authors is to enable us to learn lessons from the family wars described in the book. Every page offers insights into the origin, development and spread of family wars and how such wars could have been avoided or controlled and better prosperity for all achieved. **No moral instruction, but very practical suggestions and solutions.**

The authors declare that conflict is personal. Roots of conflict emerge from people competing with one another for the same thing. When we find alternative compensations for those who are not contented, conflict could be avoided in some manner. Many family businesses pay off the discontented individuals with adequate monetary compensation. But interpersonal animosities deeply rooted from childhood to adulthood, or through newly developed matrimonial relationships are hard to eliminate through monetary compensation, etc. Self-control is especially important. But the feeling created or self-generated in some manner that one's identity and importance are deliberately diminished continue to feed the growth of family feuds.

Types of family wars are well described, and we learn many lessons from the identification and discussion of such wars. In chapter 3 **Brothers at arms** we get an insight into the family war between the members of the Ambani family (“**Reliance story – myth of unity**”).

There are several instances of such family wars in India in every state and region. It looks like that the number of such family wars has increased in recent decades. When we read the family wars in leading business families who have established and run their companies even for several generations, we feel sad and feel sorry for them. At the same time, our reading of this book should help us improve our own conduct and thinking in our career. The book is highly recommended for the business owners, business executives, and students and teachers of business administration.

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