



Empresas familiares. Reto al destino (Spanish Edition)

Jon Martinez

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Mas de dos tercios de las empresas en el mundo son de propiedad familiar. Estas empresas aportan mas de la mitad del PIB y del empleo en la mayoría de los países. Esto es especialmente cierto en Latinoamérica donde no solo la inmensa mayoría de las empresas pequeñas y medianas son familiares sino que también entre las grandes compañías y grupos económicos predominan las empresas controladas por familias. No obstante la gran importancia de las empresas familiares su esperanza de vida es baja. Solo entre un 10 y 15 logra ir mas alla de la tercera generación y la mayoría fracasa por problemas de sucesión y conflictos familiares. Este pareciera ser el destino de estas empresas. Sin embargo el autor senala que ese pequeño porcentaje que si logra sobrevivir y avanzar saludablemente a través de las generaciones nos ha enseñado el camino. Hemos aprendido de esas empresas y a través de este libro queremos transmitir esas lecciones para que muchas mas compañías de propiedad y conducción familiar se atrevan a desafiar el destino y ser exitosas en el tiempo . Jon Martinez Echezarraga es Profesor Titular de la Catedra de Empresas de Familia Jorge Yarur Banna en el ESE la Escuela de Negocios de la Universidad de los Andes Chile. Ha sido Visiting Scholar en la Universidad de Harvard y Visiting Professor en la Universidad de California (UCLA) INSEAD Instituto de Empresa (IE) y Florida International University (FIU). Es autor de otros dos libros y numerosos artículos en revistas académicas de prestigio. Ha asesorado a decenas de empresas familiares y familias empresarias en Argentina Brasil Chile Mexico y otros países de Latinoamérica en temas tales como sucesión gobierno corporativo y gobierno de la familia. Cuenta además con una valiosa experiencia como miembro del Directorio o Consejo de Administración de muchas empresas familiares. Es Doctor (Ph.D) en Dirección de Empresas por el IESE de Barcelona y realizo estudios post-doctorales en el MIT de Boston.

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