١.	Introduction	4
	Acknowledgements	8
2.	Go public or stay private?	12
	What is a family firm?	12
	Life cycles of family firms	12
	Listed firms	14
	Distribution	14
	Going public	18
	Objectives behind going public for our family firms	22
	Comparison of the governance practices	30
	Ownership structure	31
	Strategy	46
	Board of Directors	57
	Transparency	68
	Managing relations between the family and firm	75
	Conclusion on governance	81
Discussion between Dr Karl-Walter Braun,		89
Dr	Bianca Braun and Dr Sonja Kissling	
3.	Types of family firms	95
	The Puma: powerful and independent	96
	The Hippo: proud and family-conscious	104
	The Octopus: active and versatile	114
	The Mammoth: tough and value-oriented	122
4.	Findings	132
<b>E</b>	Annendiy	140

