



## Living Heritage Centuries in Business Sabina Korfmann

<b>ISBN</b>	9789351941781
<b>Publisher</b>	Roli Books
<b>Binding</b>	Hardback
<b>Territory</b>	USA & Canada
<b>Size</b>	10.75 in x 15.51 in
<b>Pages</b>	192 Pages
<b>Illustrations</b>	100 color
<b>Price</b>	\$125.00

- Accesses the concept of 'heritage' from a corporate perspective
- Features 'tangible history' through conversations with companies that have existed for centuries

*Living Heritage* features companies and institutions which have been active for at least two hundred years. The variety of companies presented is broad and their organisational forms are diverse: some are still family-owned while others have different managerial structures. Heritage is an important cultural asset all around the world. Using it as a key to connect to a larger audience in the corporate world and outside it, this book authentically relates the story of each company with the use of photographs, history and personal stories – written by people who are part of the company, who share their own perceptions of what the company stands for and how it has reached where it is today.

**Sabina R. Korfmann-Bodenmann** (1960) resides in Switzerland; she has previously lived in Germany, the United States and India. She holds a doctoral degree in business psychology, and published her first book, *The CEO Change and the Effects on the Organization*, in 1999. Sabina Korfmann is the founder of Korfmann Corporate Communications Consulting, an industry leader for financial media communications in Switzerland.