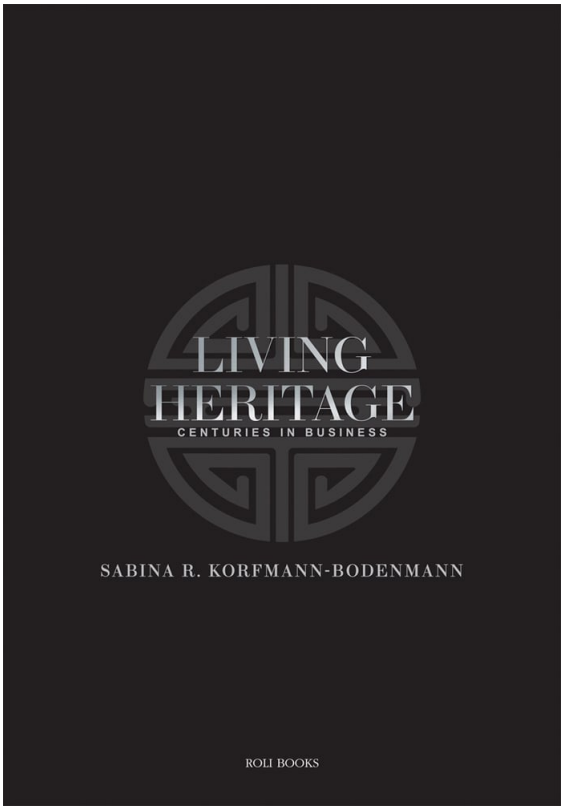
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Living Heritage

Centuries in Business

Sabina Korfmann

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- 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.

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