

Unleashing the Relationship Power of Family Firms: Identity Confirmation as a Catalyst for Performance

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Entrepreneurship theory and practice

2008; 32(6):1063-1081

ARTICLE IDENTIFIERS

DOI: 10.1111/j.1540-6520.2008.00273.x

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 1042-2587

eISSN: 1540-6520

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

This article was identified from a query of the SafetyLit database.