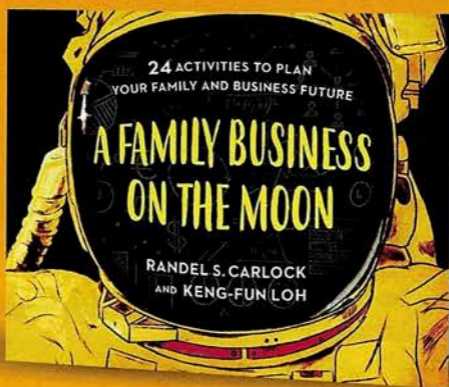


## BOOK REVIEWS



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# A Family Business on the Moon

BY RANDEL S. CARLOCK AND KENG-FUN LOH

**T**he term ‘ground-breaking’ is generally overused however, sometimes an exceptional effort is produced that raises expectations to a whole new level. *A Family Business on the Moon* has done just that. It is almost as far removed from the concept of a traditional family business book as you can get. And that was the intention of INSEAD Prof Randel Carlock and family expert Keng-Fun Loh, who have poured five decades of fun, practical exercises, and imagination into their fieldbook. A visual feast, with more than 70 illustrations by Ruth Gwily who illustrates for publications from *The Washington Post* to *The New Yorker*, it continues to draw you back and through the book. Yet the 24 practical exercises taking you through the Parallel Planning Process give a huge amount of substance to the dynamic style that will keep you coming back again and again. In short it is a must-read for families and advisers. ■