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3 THE CATHOLIC SPIRIT AND

5 FAMILY BUSINESS: CONTRASTING

7 LATIN AMERICA, EASTERN

9 EUROPE, AND SOUTHERN EUROPE

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13 Vipin Gupta and Nancy Levenburg

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17 INTRODUCTION

19 Family businesses must be examined within the cultural contexts in which
21 they are bred, nourished, and grown. According to Chrisman, Chua, and
23 Steier (2003), family businesses are launched for reasons other than the
25 desire for dollars and cents (or rupees and yen). In fact, the authors note,
27 “Family businesses... bring together so starkly the economic and non-
29 economic realities of organizational life...” (2003, p. 442). Calls for family
31 business research that extend beyond traditional geographical boundaries to
33 include global comparisons have been issued by Hoy (2003) and others.
Fortunately, recent developments in cultural assessment and measurement
methodology have provided tools to enable a better understanding of
families and family businesses vis-à-vis the use of regional clusters and
comparative lenses (Gupta & Hanges, 2004). Gupta and Hanges (2004)
note three clusters of the Catholic ethic: Southern (or Latin) Europe,
Latin America, and Eastern Europe. As shown in Table 1, more than

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