



Authors Dr. Kevin And Jackie Freiberg This Week On Family Business Doctor, May 7

This week, host Fred Hathaway and Family Business Doctor Wayne Rivers, discuss key traits of a healthy family business with guests Dr. Kevin and Jackie Freiberg authors of the new business book sensation.

For Immediate Release

RALEIGH, N.C./EWorldWire/May 4, 2006 --- This week, host Fred Hathaway and Family Business Doctor Wayne Rivers, discuss key traits of a healthy family business with guests Dr. Kevin and Jackie Freiberg authors of the new business book sensation "GUTS! Companies that Blow The Doors off Business As Usual." Family Business Doctor will air on the Business TalkRadio Network(TM) at 9 a.m. EST on Sunday May 7, 2006. Psychologist Dr. Michael Lyons will also join the show to discuss the psychology of a healthy family business.

The Freibergs will discuss their compelling new book and will examine how some unconventional leaders have the courage to buck traditional trends, follow their own path and still make record-breaking profits. "GUTS!" is an exciting sequel to the Freibergs'™ hugely successful book, "NUTS! Southwest Airlines'™ Crazy Recipe for Business and Personal Success," which has sold over 500,000 copies.

This episode of Family Business Doctor will share the key traits of a healthy family business and some unhealthy business behaviors to avoid. The program airs on the Business TalkRadio Network, Sundays at 9 a.m. EST. The Business TalkRadio Network broadcasts business and financial talk shows 24 hours a day, seven days a week on more than 200 radio stations across the country. Programming is also streamed live, archived and podcast at www.BusinessTalkRadio.net

Wayne Rivers is the President of the Family Business Institute and author of "You Don'™t Have to Die To Win and Prescriptions for a Healthy Family Business." The Family Business Institute specializes in helping family and closely held businesses maximize their success.

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