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Abstract: The family business as a form of organizing and implementing product solutions is above all value-oriented as asset management and management of cultural interactions of family members in their midst. An essential need of the family business is to realise selfactualization by setting up and maintaining a philosophy with a certain continuity built on new meanings of generations' differences and up-to-date competencies in the context of the developing global community. The aim of the article is to analyze some indicators of the family business in the Republic of Bulgaria and to provide possible directions of the value-oriented management of the family enterprises.

Key words: values, management, family business

2017¹

¹ [http://www.ey.com/Publication/vwLUAssets/ey-family-business-2017/\\$FILE/ey-family-business-2017.pdf](http://www.ey.com/Publication/vwLUAssets/ey-family-business-2017/$FILE/ey-family-business-2017.pdf),
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” 91“	, , , , ,	220	30 .	
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(Bravo, R., J. Cambra, E. Centeno, I.

Melero, 2017)⁴, . .

(American Marketing Association 2017)⁵,

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Centeno I. Melero

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⁵ <https://www.ama.org/resources/pages/dictionary.aspx?dLetter=B>

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(Carlock & Ward, 2001)

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(Hornsby,

Messersmith, Rutherford & Simmons, 2018)¹⁰.

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¹⁰ Hornsby, J., J. Messersmith, M. Rutherford, S. Simmons. Entrepreneurship Everywhere: Across Campus, Across Communities, and Across Borders. *Journal of Small Business Management*, 2018, 56(1), pp. 4–10

