

# Family Business and Technological Innovation

Alessandra Perri · Enzo Peruffo

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Empirical Insights from the Italian  
Pharmaceutical Industry

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*“To the memory of Nonna Rita”*  
*Alessandra*

*“To my son Andrea”*  
*Enzo*

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# Abbreviations, Acronyms, or Chronology

BAM	Behavioral Agency Model
Big Pharma	Big Pharmaceutical Companies
CEO	Chief Executive Officer
GDP	Gross Domestic Product
R&D	Research and Development
RBV	Resource-based View
ROA	Return on Assets
SEW	Socio-Emotional Wealth
SMEs	Small and Medium-sized Enterprises
SSN	Sistema Sanitario Nazionale
USA	United States of America
USPTO	US Patent and Trademark Office

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