



## **Dr. Kevin And Jackie Freiberg, Authors Of GUTS, This Week On Family Business Doctor**

For Immediate Release

RALIEGH, N.C./EWORLDWIRE/Oct. 26, 2005 --- 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 channel of Voice America Network (Voiceamerica.com) Thursday October 27, 2005 at 2:00 p.m. EST.

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 GUTS! 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.

Access to the Family Business Doctor program is free and can be downloaded from the Voiceamerica.com website after the broadcast.

The show runs weekly on Voiceamerica.com Thursdays at 2:00 p.m. EST.

### About Wayne Rivers

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.

For more information on Family Business Doctor contact Fred G. Hathaway or visit [www.Familybusinessinstitute.com](http://www.Familybusinessinstitute.com).

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