



**Family Business Doctor, With CCA Global Partners Co-Founder Howard Brodsky- Embracing And Managing Change April 2, On BusinessTalk Radio Network**

*This week, host Fred Hathaway and Family Business Doctor Wayne Rivers, discuss Embracing and Managing Change with guest Howard Brodsky, co-founder, co-chairman and co-CEO of CCA Global Partners.*

For Immediate Release

RALEIGH, N.C./EWorldWire/March 31, 2006 --- Family Business Doctor will air on the Business TalkRadio Network(TM) ([www.BusinessTalkRadio.net](http://www.BusinessTalkRadio.net)) on Sunday April 2, 2006 at 9:00 a.m. EST. Psychologist Dr. Michael Lyons will also join the show to discuss the psychology of change.

The ability to embrace and manage change is critical in order for a business to survive. This episode of Family Business Doctor will help listeners understand the process of change and learn how to overcome resistance to it. Brodsky's business acumen will provide incredible insight for listeners.

In the past eight years, CCA Global's retail sales have increased by 544 percent and its number of stores worldwide has increased by 472 percent. Since the company was established in 1984, it has never endured an unprofitable quarter, recording 78 consecutive quarters of profitability.

The program runs on Business TalkRadio Network(TM) Sundays at 9 a.m. EST. The Business TalkRadio Network(TM) broadcasts business and financial talk shows 24/7 on more than 200 radio stations across the country. Programming is also streamed live, archived and podcast at [www.BusinessTalkRadio.net](http://www.BusinessTalkRadio.net)

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 success.

For more information on Family Business Doctor contact Fred G. Hathaway at [fred@familybusinessinstitute.com](mailto:fred@familybusinessinstitute.com), 1-877-326-2493 (FAM-BIZ-DR) or visit [www.Familybusinessinstitute.com](http://www.Familybusinessinstitute.com)

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