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2021

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citation for published version (APA)

de Groot, M. B. T. (2021). *Cracking the Code on Wealth Preservation: It is not about Money: A study of wealth preservation in enterprise families who share ownership of multiple assets and multiple entities across multiple generations*. [PhD-Thesis - Research and graduation internal, Vrije Universiteit Amsterdam]. sine nomine.

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**CRACKING THE CODE ON WEALTH PRESERVATION:
IT IS NOT ABOUT MONEY**

*A study of wealth preservation in enterprise families who share ownership
of multiple assets and multiple entities across multiple generations*

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