Strategy for the wealthy family:
Seven principles to assure riches to riches across generations

Singapore, 15th November 2007 - For the illusive world of multi-millionaires and their families, there is always the niggling concern of passing the enormous fortune across generations and making it last.

Written by a descendent of very wealthy Daniell family – Mark Haynes Daniell, Strategy for the Wealthy Family offers a rare glimpse into the world of infinite riches, where family legacies, portfolio investments and trust funds are managed with the utmost precision and excellence.

Strategy for the Wealthy Family provides information and insight to help you grow, protect, transfer and share your family wealth across generations. It basically attempts to cheat the proverbial curse of “Rags to riches in three generations”.

Riding on seven principles to assure riches to riches across generations which include:

1. A Framework for Family Strategy
2. Family Organization
3. Family Wealth Preservation
4. Family Wealth Management
5. The Family Business
6. Effective Philanthropy
7. Living a Truly Wealthy Life

Mastering the challenge of maintaining family wealth requires the appreciation that wealth does not equate to only material resources. The most common insight from the world’s richest families is that wealth is far more than financial assets.
“True family wealth encompasses financial resources but also includes family harmony, physical well-being, a broader sense of legacy and reputation, integrity, spiritual growth, intellectual capital and the personal happiness of each family member.” Says Daniell.

Wealth creation is only the first giant step to the establishment of a multi-generational legacy. The lack of precedent models for the preservation and transfer of that wealth presents many challenges for the first generation.

*Strategy for the Wealthy Family* seeks to provide this strategic framework of proven approaches that can be tailored to be better aligned to guide each wealthy family successfully across generations.

Daniell adds. “Whether you have $1 million or $1 billion, *Strategy for the Wealthy Family* can show you how to defeat the ‘riches to rags in three generations’ curse and allow you access into the best-managed wealth family club.”

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**About the Author**
Mark Haynes Daniell is the founder and chairman of The Cuscaden Group, a privately owned investment and advisory business.

Mr. Daniell is a former director of Bain & Company, one of the world’s leading strategy consulting firms, where he worked for more than 20 years with some of the world’s wealthiest families and their businesses around the world. He also served as a Director of Wasserstein Perella, a boutique mergers and acquisitions advisory firm in London and Paris, and was the founder and chairman of Singapore’s national Private Wealth Management Initiative. An independent director of Olam International, a multi-billion dollar international logistics business, Mr. Daniell has also been President of k1 Ventures, a publicly listed strategic investment company, and is a director of a number of privately owned companies.

Mr. Daniell holds a juris doctor degree from the Harvard Law School, an Honors degree in jurisprudence (B.A. and M.A.) from Oxford University (University College), a B.A. degree from Amherst College, a C.E.P from the Institut d’Etudes Politiques de Paris and a D.E.F from the Sorbonne-Université de Paris IV. He is also a High Honors graduate of The Phillips Exeter Academy in the United States.

In addition to authoring five books on wealth management, business strategy and global affairs, Mr. Daniell has contributed numerous articles to *The Wall Street Journal* and
business publications. He is a frequent expert guest commentator on business and economic affairs for CNBC, the BBC, CNN, and Channel NewsAsia.

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