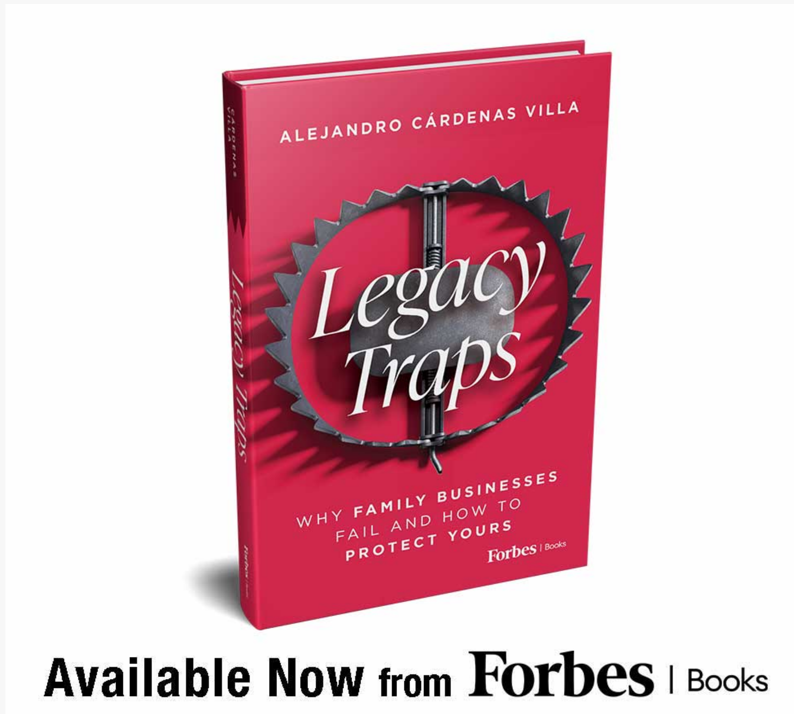
EINPRESSWIRE

# New Business Guide Reveals the Hidden Patterns That Destroy Family Enterprises

*“Legacy Traps: Why Family Businesses Fail and How to Protect Yours” by Alejandro Cárdenas Villa is released with Forbes Books.*

NEW YORK, NY, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- "Legacy Traps: Why Family Businesses Fail and How to Protect Yours" by Alejandro Cárdenas Villa is now available on Amazon and at major booksellers. The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.




Alejandro Cárdenas Villa releases “Legacy Traps: Why Family Businesses Fail and How to Protect Yours” with Forbes Books. ISBN-13: 979-8887507538

Family businesses are built to last generations, but too many falter under the weight of preventable conflict, poor decision-making, and fractured relationships. In "Legacy Traps," Alejandro Cárdenas Villa offers a new perspective on protecting multigenerational enterprises by examining why they fail rather than focusing solely on how they succeed.

Drawing inspiration from industries such as aviation, where every accident is studied to improve future safety, Cárdenas Villa applies the same prevention-first mindset to this new work. Over two decades of advising multigenerational family businesses and family offices, he identified the recurring relationship dynamics and decision-making patterns that destroy value, generate conflict, and put legacies at risk.

Rather than presenting another collection of governance best practices or succession checklists, "Legacy Traps" explores the underlying factors that imperil family enterprises. Readers learn how conflict, bias, secrecy, avoidance, and unprepared heirs create lasting damage, and how recognizing these patterns early helps families protect both their relationships and their businesses.

Throughout the book, Cárdenas Villa challenges many of the longstanding assumptions that have shaped family businesses for decades. For example, he argues that founders often ask the wrong succession question. Rather than focusing solely on who will be the next CEO, they should ask, “Are we preparing the next generation to become responsible shareholders?” Professional managers can be hired and replaced. Responsible shareholders must be developed.

“I have not written this book from a place of perfection but from experience, both my clients’ and my own, and from what I have witnessed,” Cárdenas Villa said. “I’ve sat across the table from tears, silence, and regret. This book was born from two kinds of experiences: the ones that hurt and taught my clients, and the ones that didn’t need to happen. I’ve learned that avoiding unnecessary pain, both in relationships and decisions, is not a sign of fear. It’s a form of wisdom.”

Cárdenas Villa also introduces two original frameworks—the Legacy Matrix and the Tanker Model—which help families identify hidden vulnerabilities, improve decision-making, and build safeguards that promote long-term stability before crises emerge.

Combining insights from psychology, management, law, and finance, "Legacy Traps" offers guidance for founders, family business leaders, family office executives, advisors, and future generations seeking to preserve not only wealth but the relationships and sound decisions that make enduring legacies possible.

This release is posted on behalf of Forbes Books (operated by Advantage Media Group under license).

About the Author

Alejandro Cárdenas Villa blends insights from psychology, management, law, and finance to help protect family relationships and business decisions—the true foundations of enduring legacies. He is an advisor, mediator, and guide to multigenerational families navigating succession, conflict, and governance challenges. His perspective is shaped by experience on both sides of the table, guiding families as an external advisor and serving within them as an independent board member and nonfamily executive. He created the Legacy Matrix and the Tanker Model, two frameworks that help families anticipate risks, prevent avoidable failures, and preserve long-term stability. While many emphasize best practices, he focuses on helping families avoid the worst ones—putting survival at the center of his work.

About Forbes Books

Founded in 2016 in partnership with Advantage Media Group, Forbes Books is the exclusive book publishing imprint of Forbes Media. Forbes Books offers business and thought leaders a way to share their ideas and expertise with the world. Authors are carefully vetted to ensure their stories and insights align with the Forbes mission of driving success through innovation and entrepreneurial thinking. For more information, visit books.forbes.com.

Allison Vittardi
Forbes Books
+1 843-259-2894
email us here

---