

### *The largest private businesses*

In class, I painted a pretty dismal picture of the future of private businesses, but perhaps, I was being too pessimistic. There are not only lots of private businesses still around, but some are very successful (and profitable) entities. Here are some questions to ponder:

1. How do private businesses that stay private manage to compete against public companies?
2. In what types of businesses is the private model most likely to succeed?
3. If you own a private business, how would you go about mitigating some of the problems of being private (and undiversified)?