Succeed or Sink. Chandos Asian Studies Series

Description: Aimed at business strategists, policy makers, researchers and adult learners, this book has an Asian perspective on business sustainability and is about understanding how recent developments and future actions in one part of the world will have a global impact. The book magnifies the concept of so-called 'globalisation' and examines the topic of business sustainability from a broad and integrated approach to business: encapsulating people, prosperity and the planet. Furthermore, it acknowledges the contributions, challenges and potential of not only the big corporate houses, but also the smaller ones, in this situation. Chapters discuss the benefits organisations can attain with better governance, and social and environmental practices are also analysed.

- Broad and integrated approach to business encapsulating people, prosperity and sustainability
- Details recent developments and future actions in the areas of business sustainability and applicable more globally
- Written by highly knowledgeable and well-respected academician and practitioners in the field; a perfect blend of the best of both worlds

Contents:

Dedication

List of figures and tables

Foreword

Foreword

Foreword

Map of South East Asia

About the authors

Chapter 1: Introduction: setting the context of business sustainability and globalisation

Abstract:

Introduction

Singapore in context

The research and methods

Structure of the book

Conclusion

Chapter 2: The depths and heights of business sustainability

Abstract:

Introduction

Business sustainability and globalisation

Bottom lines in business sustainability

Sustainability continuum
Measures of business sustainability
Conclusion

Chapter 3: Business sustainability in practice: case studies and examples
Abstract:
Introduction
SMEs and VWOs
Large local organisations
MNCs
Conclusion

Chapter 4: The challenges and the future for business sustainability
Abstract:
Introduction
Core values and business sustainability
Key challenges faced by organisations
Reasons for unsustainability of businesses
Key measures taken
Risk management strategies
Future challenges
Conclusion

Chapter 5: Towards a business sustainability future
Abstract:
Introduction
Future uncertainties
Innovative sustainability initiative
Framework of business sustainability
Raising awareness about sustainability
Conclusion

Chapter 6: Conclusion: business sustainability is beyond just lasting
Abstract:
Appendix: Singapore education and training system at a glance
References
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