**Succeed or Sink**

**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:**
- Introduction: Setting the context of business sustainability and globalisation
- The depths and heights of business sustainability
- Business sustainability in practice: Case studies and examples
- The challenges and the future for business sustainability
- Towards a business sustainability future
- Conclusion: Business sustainability is beyond just lasting.

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