**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:**

1. Introduction: Setting the context of business sustainability and globalisation
2. The depths and heights of business sustainability
3. Business sustainability in practice: Case studies and examples
4. The challenges and the future for business sustainability
5. Towards a business sustainability future
6. Conclusion: Business sustainability is beyond just lasting.

**Ordering:**

Order Online - [http://www.researchandmarkets.com/reports/3744529/](http://www.researchandmarkets.com/reports/3744529/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name:  Succeed or Sink
Web Address:  http://www.researchandmarkets.com/reports/3744529/
Office Code:  SCPLCV88

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back)</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  Mrs  Dr  Miss  Ms  Prof
First Name:  ______________________  Last Name:  ______________________
Email Address:  *  
Job Title:  
Organisation:  
Address:  
City:  
Postal / Zip Code:  
Country:  
Phone Number:  
Fax Number:  

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World