Praise for *The Challenge of Sustainability*

John Zinkin has written a book which will enable board members to see the big picture, and drive them toward developing a long-term sustainable model for their businesses rather than a short-term profit maximizing model. Full of useful information and arguments, this book belongs on every company director’s shelf.

*Edward Clayton, partner, leader of PwC Strategy&, Malaysia/Vietnam*

Capitalism as we have known it for the past forty years is now failing more than ever to allocate the results of growth fairly. The demands of short-term shareholders are often clashing with the long-term needs of an increasingly diverse and vocal group of stakeholders who want risks and opportunities related to environmental, economic, and social sustainability to be taken seriously.

As we enter the third decade of the 21st century, increased levels of volatility, uncertainty, complexity and ambiguity faced by companies make the job of Boards more complex than ever before. Often, Board members are ill-equipped, unable or unwilling to recognize these complexities and may oversimplify matters in order to come to grips with the issues in the time available. This book offers a clear and analytical situation analysis focusing on accurately defining the problem at hand. Furthermore, it provides valuable and comprehensive solution models. It is definitely a book that I want to keep in my small library of selected reference readings to check if you are on the right track.

*Roberto Benetello, Executive Director, BCSD Malaysia*

*The Challenge of Sustainability* is an important and timely work. The book is a journey beginning with a well-argued case that western style capitalism is at a crossroads. The thrust of Milton Friedman’s argument privileging shareholders above all other stakeholders, has driven a wedge between the interests of shareholders and managers and the rest of society. At the same time, globalization and structural changes in global society are creating challenges of uncertainty. Zinkin provides explicit guidance to members of corporate boards on how to approach their responsibilities in regard to social needs. For anyone interested in the role of corporations in thriving healthy societies, they now have a roadmap to follow.

*Dr Gary Dirks, Senior Director, Global Futures Laboratory and Director, LightWorks, Arizona State University*

John Zinkin’s *The Challenge of Sustainability* is a provocative and stimulating book. Directors and managers of all companies should read and consult the book on a regular basis as a standard source of reference. This is probably the

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first book that deals with the subjects of CG and sustainability treating the two subjects in a comprehensive and integrated manner. The case made in the book is a compelling one – that if the returns a company generates on its investment are to be earned on a sustained basis, it has to ensure that its activities do not adversely affect the environment within which it operates and simultaneously it has to take care of the interests of all its stakeholders, namely of its customers, employees, community and not just of its stockholders.

*Dr R. Thillainathan, Chairman of the Audit Committee, Allianz Malaysia Berhad; board member of The Institute for Democracy and Economic Affairs; member of the board of directors, University Malaya*