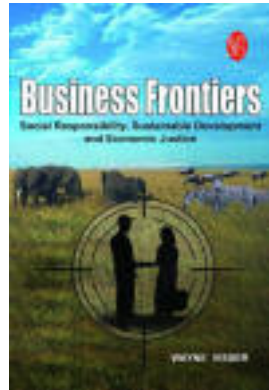


## **Business Frontiers:**

### **Social Responsibility, Sustainable Development and Economic Justice**

*By Wayne Visser (ICFAI Books, 2005)*



~ COVER TEXT ~

Business operates at the frontiers of society – seeking out new territories to explore and exploit, imagining fresh new ways to meet age old needs, innovating the artefacts that become the legacy of civilizations, reinventing the rituals which shape acceptable social behaviour, and changing the way we spend our precious time. But what happens when the landscape itself changes? As the world globalises, power is shifting – from the plush boardrooms to dusty streets, from the financial market casino to the internet connected community, from the annual general meetings to the mass activist campaigns, from the office towers of the North to the crowded pavements of the South. Business faces its greatest challenge yet. Confronted with the triple imperatives of social responsibility, environmental sustainability and economic justice, business will need to adapt or die. Those companies that manage to discard the obsolete business models from the last century and embrace the new paradigm will survive and thrive. Those who fail to register or admit that the climate has irrevocably changed will join the dinosaurs in the museum of business history.

~ AUTHOR PROFILE ~

**Wayne Visser**



Wayne Visser is a professional speaker, author, and consultant on business transformation, corporate responsibility, sustainable business and personal inspiration. He is currently completing his doctoral research at the International Centre for Corporate Social Responsibility at Nottingham University Business School in the UK. Prior to this, he was Director of Sustainability Services for KPMG in South Africa, where he continues as a Special Advisor. Wayne has co-authored two books, *Beyond Reasonable Greed* and *South Africa: Reasons to Believe*, and is co-editing the forthcoming book, *Corporate Citizenship in Africa*. He is external examiner of Cambridge University's Sustainability Learning Network program. Wayne has a Bachelor of Business Science degree (with Honours in Marketing) from the University of Cape Town, and a Masters of Science (in Human Ecology) from the University of Edinburgh. His passions include nature, poetry and Africa.

**~ DEDICATION ~**

This book is dedicated to all those thought leaders, many of whom I reference in these pages, who have inspired me in my thinking about business over the years. If I have been able to see any business frontiers on the horizon, it is because I stand on their shoulders.

My sincere thanks also to Ved Prakash (Associate Consultant, ICFAI Books) and Mr. N Rajshekar (Dean, ICFAI University Press), for their interest and professional contribution in publishing this book.