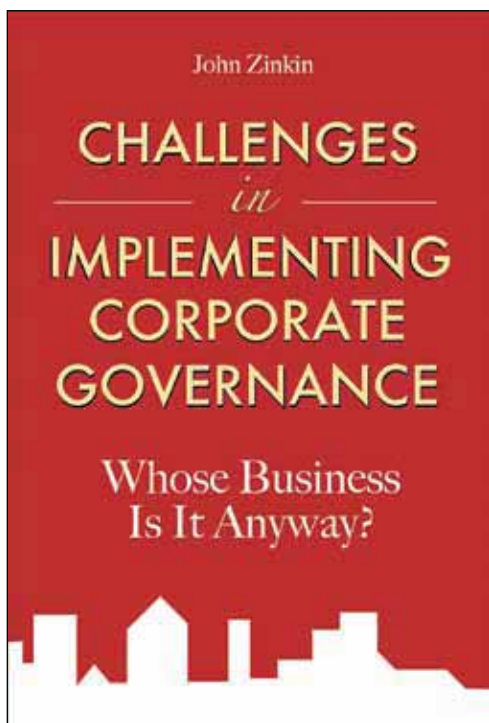


Challenges in Implementing Corporate Governance : Whose Business Is It Anyway?



By John Zinkin

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The global financial crisis of 2007-08 demonstrated the devastating impact of poor governance on financial markets and its participants. It was a costly reminder of how good corporate governance is essential to all companies wanting to create and manage wealth in a sustainable manner for its shareholders and other stakeholders. Going forward, more rigorous corporate governance will be needed in Asia as a growing number of regional firms step up to take their place on the world stage.

Challenges in Implementing Corporate Governance: Whose Business is it Anyway? aims to help board members of public-listed companies focus on what really matters. Author and acclaimed expert, John Zinkin, has 39 years of working experience, of which 24 have been in Asia. As the CEO of the Securities Industry Development Corporation (SIDC), the training and development arm of the Securities Commission Malaysia, he is engaged in running regular workshops for senior directors of Malaysian public-listed companies on implementing good

corporate governance. Treating governance issues with the Asian practitioner in mind, Zinkin distills his many years of experience and best of insights into this single, authoritative volume.

Zinkin's book deftly tackles the two main challenges facing board members and senior management in Asian firms – cross-cultural differences when adopting Western codes of corporate governance, and the difficulty in translating conformance or compliance (as necessitated by regulators) into good performance (as demanded by shareholders). It then shows how to make corporate governance operational, using extensive Asian examples as well as familiar Western case studies to illustrate. Other germane topics addressed in the book include the four key factors that will help organizations move from good governance to good results, as well as effective and practical risk management strategies for companies. Compelling, instructive and practical, this book is a must-read for any board representative serious about their “license to operate”.

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