

receive the prestigious "Friendship Award" from the Chinese government, one of the highest honors a foreign expert

career in the United States Navy, said he was pleasantly surprised when he first visited China eight years ago.

here, I saw a country that was much more advanced than I had read about in the press and the people were excep-

tings which have been accomplished here, I haven't seen in the United States, or anywhere else for that matter. The abil-

BOOK REVIEW | WILLIE CHENG, SHARIFAH MOHAMED

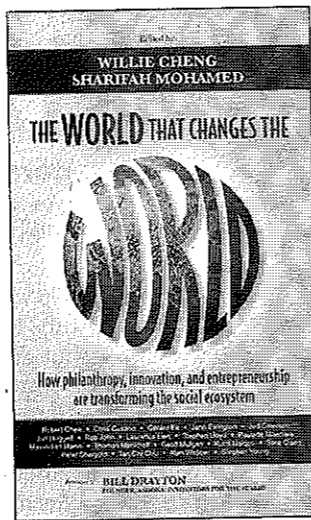
How society is changing

Inasmuch as the social ecosystem is seeking to transform the world, it itself is being changed, thanks to the entry of neo-philanthropists, social entrepreneurs and other innovators, who bring new market and business practices that are transforming current social models and frameworks.

This astute observation forms the crux of this new book, which sets out, for the first time, a holistic, complete, and detailed view of the social ecosystem. Twenty-one international authors, including well-known and highly respected thought leaders, captains of industry and experts

in their fields, share their perspectives on, and insights into, the various facets of the social ecosystem, its change drivers, and its macro-trends. The book delivers powerful insights into the new social ecosystem.

For as much as the social ecosystem is about change, it is also beset by the forces of change. Neo-philanthropists entering the social space are bringing along new market and business practices, some of which appear to be at odds with the values of the social world. From within the sector, new heroes — the social entrepreneurs — are emerging to create social change on an unprecedented



READ IT

Book name: The World That Changes the World: How Philanthropy, Innovation, and Entrepreneurship are Transforming the Social Ecosystem

Editors: Willie Cheng and Sharifah Mohamed

ISBN: 978-0-470-82715-4

Pages: 256

Price: \$29.95

Publisher: John Wiley & Sons (Asia) Pte Ltd

scale in new pattern-changing ways. Meanwhile, the power of technology and innovation to foment disruptive change is enabling new possibilities and outcomes. The demands of accountability placed by civil society players on corporations and governments are also rebounding on them. All these factors, and more, are trans-

forming the social ecosystem even as it seeks to transform the larger world.

This book will be an important one-stop guide for observers of, and all players within, the social change space looking to make sense of watershed events, change drivers as well as macro-trends facing the fascinating social ecosystem.

BOOK REVIEW | RUSSELL ARTHUR SMITH, JUDY A. SIGAUW

Developing service skills

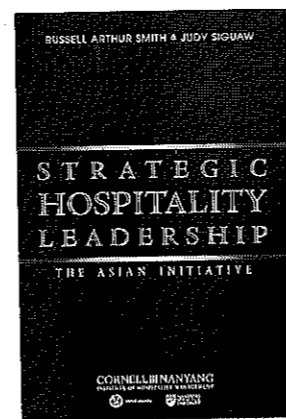
Doing business in the tourism and hospitality scene in Asia can be very interesting and potentially rewarding but also poses many challenges.

Not many books have been written on the hospitality business in Asia. This is where the new book, *Strategic Hospitality Leadership*, can make a useful contribution, as its contents provide the first specialized approach to the business of hospitality in Asia.

A compendium by alumni of the Cornell School of Hotel Administration's alumni, faculty from the Cornell-Nan-

yang Institute of Hospitality Management and members of its Joint Advisory Board, it distills veteran knowledge and experiences of these contributors who are C-level and senior management executives of successful hotels and resorts, serviced apartments, restaurants, and food and beverage groups across Asia.

Their varied backgrounds and profound appreciation of the complexities in building enterprises from the ground up, or expanding an on-going business organization are the types of firsthand knowledge



READ IT

Book name: Strategic Hospitality Leadership: The Asian Initiative

Editors: Russell Arthur Smith and Judy A. Sigauw

ISBN: 978-0-470-82432-0

Pages: 224

Price: \$29.95

Publisher: John Wiley & Sons (Asia) Pte Ltd

and perspective that would be beneficial, informative and inspirational to industry professionals and students alike.

Together, their collective wisdom covers a range of strategic topics including brand management, strategic direction, service, marketing, human resources, crisis management, business growth, leadership,

portfolio management, best practices, and development. This book will help leaders address major issues that are being and will continue to be confronted in the hospitality industry in Asia through the insights of a stellar line-up of top executives who have been successful in this region of the world.

near to cope with the modern marine squadron before work resources available, he said.

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