Foreword

This text is truly a timely and very appropriate publication to address the concerns of societies and nations regarding the manner in which business and governmental entities function on a global scale. The premise is that there are real indicators and trends pointing to the fact that in many countries, existing actions of corporates and governments, are slowly and systematically destroying the planet, and that humans are the most critical contributors to this growing threat.

This text starts by addressing the growing concern among scholars and practitioners of another ‘melt down’ – or destruction of the existing social, economic and physical systems as we know them. The consequential effects of poor practices and approaches to management lead to many other dire consequences, and sometimes unforeseen consequences such as the phenomenon referred to by some scholars as the Holocene extinction.

The editor and the authors of this book offer scholars and practitioners insight into the possibility of utilising the power of collective creativity to resolve some of these vexing problems. Several new and novel thoughts are offered, such as ‘whole brain thinking’, creative problem solving techniques, exploring the Bisociation Concept, building and managing collaborative networks, and fully utilising appropriate technologies.

The authors also weave into the text the important role of the United Nations endeavours such as the Global Compact, Global Sustainability Goals, and Principles for Responsible Management Education (PRME), ISO Standards, and Corporate Governance Principles as guiding precepts to and frameworks for guiding us towards resolving this dilemma.

Added into the mix, is the role of Green Marketing, comprehensive environmental consciousness in advertising and the responsible application of social media in achieving long term sustainability in the way in which we plan and execute executive business objectives.

This text serves as a valuable guide to business and governmental and NGO actors, in policy-making and achieving the desired outcome of being much more responsible in every action that will affect the future sustainability of the planet. The proposed case studies and examples will ensure a well-rounded text for both students and practitioners by illustrating several real world issues and solutions.

This is a welcome contribution to the much needed literature in this field.

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