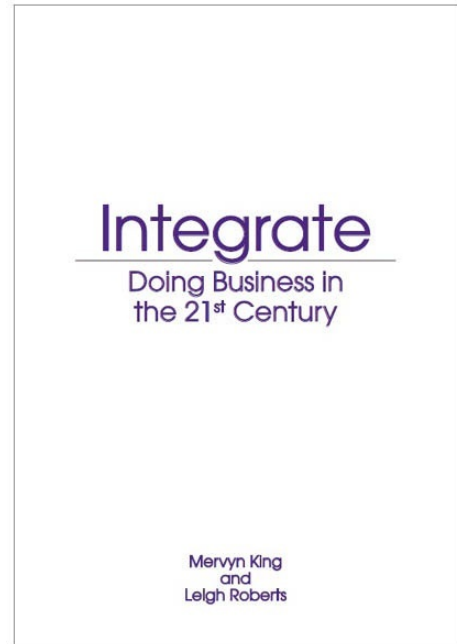


Integrate: Doing Business in the 21st Century

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About this Publication:

Integrate is an easy read guide for people in business about the new way of thinking in running a company today. Businesses, large and small, have the same issues to contend with: greater expectations of their stakeholders, rising consumer power in the digital information age, environmental constraints, economic uncertainty in the aftermath of the global financial crisis, and social uncertainty on rising income inequality. Doing business today is quite different from the past. Different corporate tools are needed.

One of the four corporate tools for today's business is integrated thinking. This extends strategy and daily management beyond the pure financial to encompass the social and environmental factors that deeply affect a company's future viability in the 21st century. Integrated thinking leads to another tool - the integrated report. This tells the company's story of how it creates value and how it can create value in the future. The global financial crisis showed that a more understandable and holistic form of company reporting is crucially needed. This book offers practical guidance on integrated thinking and the integrated report.

Contents Include:

- Brewing clouds and colliding forces
- Business from then to now
- What exactly is a company anyway?
- Corporate governance
- Business in the 21st century
- Stakeholder relationships
- Integrated thinking
- The integrated report
- Assurance on the integrated report
- Integrated reporting in practice - Sasol Limited
- Integrated reporting in practice - Barloworld Limited
- Integrated reporting in practice - Gold Fields Limited
- Integrated reporting in practice - Vodacom Limited
- In the round and beyond

Of Interest and Benefit to:

- Directors
- Company secretaries
- Accountants
- Members of IFAC
- Businesspeople