

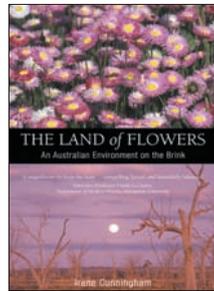
## The Land of Flowers

In the 1980s Irene Cunningham bought a small acreage 70 km north of Perth with the intention of running a few sheep, growing olives, grapes and tomatoes, and planting a cottage garden.

But then her appreciation of the natural environment changed profoundly. Faced with a history of ecological and sociological destruction, she gave up her plans and handed her land back to nature.

*The Land of Flowers* is a meticulously researched story of Cunningham's personal reconnection to nature through a confronting story of Aboriginal dispossession. It is compelling reading in both its unearthing of the forgotten and ignored stories of a biological wonderland, and through the wider reflection on our current paradoxical relationship with the land, its history, and people.

As an award-winning writer and historian, born and raised on a farm in the midlands of WA, Cunningham has good



excellent credentials in this field of forensic ecology. Alongside a Masters Degree in English Literature from Sydney's Macquarie University, she won the Alex Harris Medal for excellence in scientific and environmental journalism during the 1990s, and is an Honorary Associate of the Macquarie's Department of History.

● **Geraldine Capp**

***The Land of Flowers: An Australian Environment on the Brink***  
Irene Cunningham

Oxford Press, 2005, Paperback  
ISBN: 187692845X RRP: \$34.95

Available from bookshops  
around Australia.

## Leaders of sustainable solutions

Some world-leading innovators have recently emerged from the ranks of Australian companies and organisations seeking solutions to the current sustainability challenges.

*Solutions for a Sustainable Future* showcases the expertise of many of those standard-setting organisations and their associated partnerships, describing in case studies how radical thinking has been applied to manage the vitally important issues of water, waste, land, energy and air. The book also sets out the emerging challenges in our cities, and how these organisations on the vanguard are employing new approaches to transport, urban design, and building and construction, meaning the built environment is being redesigned to use less water, create less waste, and to deliver healthier lifestyles.

Coordinated by an Advisory Board bristling with many of Australia's sustainability leaders, and edited by Gold



Walkley Award winner, Alan Tate, *Solutions for a Sustainable Future* is an informative snapshot of the ingenuity and capabilities of Australian organisations in the sustainability solutions field.

With its visual appeal, the book should encourage the take-up of this expertise both across the country and internationally.

***Solutions for a Sustainable Future***  
Edited by Alan Tate

Focus Publishing, 2004,  
Paperback  
ISBN: 1 920683 47 X RRP: \$39.95

Available from Focus Publishing:  
[www.focus.com.au](http://www.focus.com.au)

## Alternative leadership: the Rhineland philosophy

The latest book by Professor Gayle Avery of the Macquarie School of Graduate Management is another challenge to the basic philosophy on which the Anglo/US way of doing business rests: short-term perspectives, shareholder value over the needs of other stakeholders, production at the expense of the environment and society, ignoring future generations, and not valuing people.

Eminent economists have long pointed out that, while it has appeared to deliver affluence, this model is flawed and contains the seeds of its own destruction. Yet it still dominates the thinking in business schools, the media and the corporate world in many

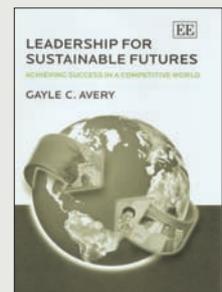
English-speaking countries. Is this for want of an alternative, Avery asks?

*Leadership for Sustainable Futures: Achieving Success in a Competitive World* introduces the Rhineland philosophy. Rhineland leadership is diametrically opposed to the Anglo/US approach. Using 19 criteria, Avery shows how it underpins leadership thinking and practice in those successful organisations around the world – such as Allianz, BMW, Munich Reinsurance, Nokia, Novartis, and Porsche – that have weathered many storms over their long histories.

Using 28 case studies, the book provides practical examples of success in sustainable

enterprises that take a long-term perspective, are environmentally protective and socially responsible, value and invest in their employees, consider other stakeholders and future generations, act ethically, promote employee loyalty, and whose CEOs generally act as members of a top team rather than as heroes.

According to Professor Martin Hilb, Head of the Institute for Leadership and Human Resource Management at the University of St Gallen, Switzerland, '*Leadership for Sustainable Futures* convincingly demonstrates the corporate and social superiority of the approach which adds simultaneous value to shareholders and stakeholders.'



***Leadership for Sustainable Futures***

Achieving Success in a  
Competitive World  
Gayle Avery

Edward Elgar Publishing,  
2005, hardback  
ISBN: 1 84542 173 6 RRP: \$161.59

Available from DA Books:  
[www.dadirect.com.au](http://www.dadirect.com.au)