

Business Wisdom for Tackling Challenges Facing Enterprises

逆境中的經營智慧

Business philosophy is important for business growth and development of the enterprises. Especially when enterprises are facing challenges, business philosophy acts as a critical element to tackle challenges. One of the myths in the world is the Japan Air Line (JAL) case. Mr. Kazuo Inamori has saved JAL from bankruptcy to become one of the best performing airlines in the world in a year and list again in three years. Business philosophy has played a very important role in this case.

In this talk, the speaker will share the why, what and how business philosophy can help enterprises to tackle challenges facing them.

- Importance of Business Philosophy for Sustainability of Enterprises
- Case Studies on Business Philosophy for Tackling Challenges
- Business Philosophy for Business Growth and Development
- Case Studies on Sustainable Business
- Execution of Business Philosophy