

Lau / Leimer

Beyond Good

How Technology Is Leading a Purpose-Driven Business Revolution

When we think of global corporations and business in general, do we feel pride in how we do things? Are we doing enough, given the undeniable reality of global climate change and the inequality faced by millions of people every day? Beyond Good is a call to arms for business leaders to recognize how they can do well by doing good. Business for good, which is the philosophy that you can pursue profits whilst delivering on sustainable and societal development goals, is already delivering big changes in the business world. In Beyond Good, top tech influencers Theodora Lau and Bradley Leimer, showcase how fintech is taking the lead and what we can all learn from it. The winners in these tech start-ups are utilizing a momentum that exists within a thriving eco-system of current incumbents facing up to revolutionizing start-ups. They unlock possibilities with new technologies and serve the often-forgotten demographics to make financial health and inclusion a reality. With exclusive interviews with experts from the B-Corp world, policy makers and executives, this book also showcases how companies like Microsoft, Flourish Ventures, Ant Financial, Sunrise Bank and Paypal are doing their bit to make our world better - and you can too.



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