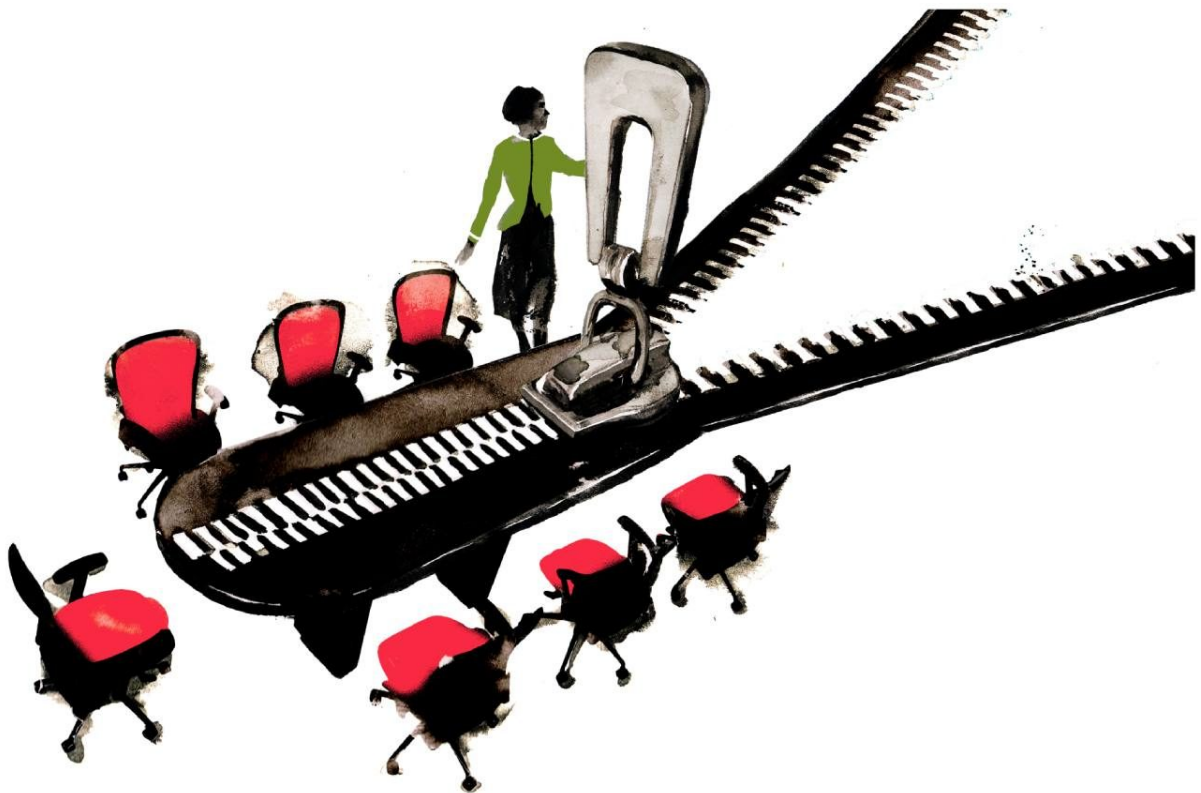


# Why Good Governance Matters



April 1, 2014

**Download *IESE Insight* magazine (Issue 21, Q2 2014) on Corporate Governance.**

Boards need to close the rifts left by the global financial crisis and be open to change. Read our special report for the long-term success of business:

- **Jordi Canals** casts a clearer vision of the firm's purpose, calling for a drastic rethink of how the board can add long-term value.
- **José M. Campa** explains the trend toward greater transparency and an expanded

role for shareholders.

- **Gaizka Ormazabal & Allan L. McCall** believe proxy advisors' voting recommendations need to be handled with care.
- **Jay W. Lorsch** admits that while there have been significant, positive changes in boardroom practices over the past 25 years, there is still work to do.

Also in this magazine:

- **Sheila Heen** gives practical tips for improving the quality of feedback conversations between managers and subordinates.
- **Felipe Caro & Víctor Martínez de Albéniz** reveal the operational keys behind the fast-fashion business model.

Plus: **César Cernuda, President of Microsoft Asia-Pacific**, discusses the shift from PCs to devices and services.

Our case discussion: How can **Henkel** achieve its bold sustainability targets without hurting operating profits?

And finally, Olympic swimmer **Edward Sinclair** knows there's no room for negativity or complacency on the hard path to greatness in whatever your field.

Array

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