FEATURES

OTHER THOTS

SE 8] UMNO

On replacing party president

PAGE 10) BEING ILLOGICAL

The economic costs

OPINION

PAGE 12) ISLAMIC STATE

Online recruitment formula

CORPORATE

PACE 14 NESTLE MALAYSIA

Expanding capacity

MAGE 17 SUNWAY BHD

Exploring trading and manufacturing

PAGE 20) AUTOMOTIVE SECTOR

Slow drive ahead

ECONOMY

MALAYSIA'S PROPERTY

Softer housing market

PUBLIC-PRIVATE PARTNERSHIP

Shaping country's infrastructure

Mega store for a mega need

A supporting platform

REGION

42) MARITIME PATROLS

Expanding in Southeast Asia

TRENDS

44) NIELSEN'S SOUTHEAST ASIA

Product innovation

46) NEUTRALISING THREATS

Long term approach

PAGE 48} TNT

Asia's first Integrated Road Network

INDUSTRY

BUSINESS

33) DIRECTD

PAGE 34) IBM CORP

PAGE 36} MBO

OTHERS

Big plans ahead

TECHNOLOGY

PAGE 38] BYOD

New security imperatives

MYSALES NINJA

MAGE 40 JOE GIRARD'S MINDSET

Shaping sales skills



COVER STORY

PAGE 26 LOOKING BEYOND BORDERS

The realisation of Asean **Economic Community in** December 2015 promises exciting possibilities for Malaysia's SMEs. Are they fully prepared for the wealth of opportunities that will come from reduction of barriers to trade and investment?



AFTER BUSINESS

TRAVEL

FACE 52] PENANG

Pinaon Time Tunnel Museum

PAGE 55] ASUS

New Zenfone

SIDELINE

PAGE 58) POP

A permanent Malaysian pop-up store

LEARNING

60) AT19 CULINARY STUDIO

From banking to cooking school

AUTO BIZ

Mare 62) VOLVO XC90

All set to roar

REGULARS

MAGE 1) EDITOR'S NOTE

PAGE 6) DULY NOTED

PAGE 64) NEW IN TOWN

PAGE 72) BOOKS

PAGE 17}



PAGE 24}



PAGE 361

PAGE 42]





