

Leadership magazine launched

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LIMKOKWING University College of Creative Technology and the Malaysian Institute of Directors (MID) have launched a quarterly magazine, *Leadership*.

The magazine, published by the Limkokwing Executive Leadership College, was launched by Datuk Seri Abdullah Ahmad Badawi at MID's corporate directors banquet recently in honour of the Prime Minister for his exemplary leadership and integrity.

MID is the only national professional institute of company directors in Malaysia. The magazine is in line with the organisation's philosophy of moving with the times and taking on tasks relevant to nation-building.

Targeted at decision-makers in both the public and private sectors, the publication focuses on corporate leadership, innovative management, brand development and predominant issues affecting the nation's economic potential and private sector competitiveness.

Readers include corporate leaders, senior government officials, members of chambers of commerce, industry associations, entrepreneurs, SMI members and business students.

The launch of the magazine coin-

cided with the re-launch of the Executive Leadership College.

Limkokwing University College of Creative Technology president Tan Sri Lim Kok Wing said: "The publication reflects how the Limkokwing

Executive Leadership College shares the same platform with MID, highlighting such issues as corporate governance and leadership.

The magazine retails at RM20 and is available at leading bookstores.



Abdullah (left) and Lim looking at the magazine at the Malaysian Institute of Directors' corporate banquet.