

Reviews of selected Books and Articles

BOOKS REVIEW

The Demand Revolution: How Consumers Are Redefining Sustainability and Transforming the Future of Business by Andreas Von Der Gathen, Nicolai Eckert & Caroline Kastbjerg

Sustainability has become a consumer-driven megatrend, profoundly reshaping the business landscape. Companies must move beyond viewing it as a cost and instead see it as an opportunity for growth and long-term profit.

Available at: <https://bit.ly/47RkIAW>

Ratings: Amazon: 5.0/5; Goodreads: 4.0/5

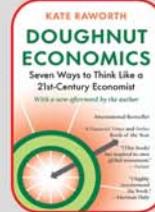


Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist by Kate Raworth

Doughnut Economics by Kate Raworth challenges outdated economic models and introduces the “doughnut” framework, promoting well-being within ecological limits. She calls for shifting from growth-driven systems to regenerative and fair economies focused on human and planetary prosperity.

Available at: <https://bit.ly/4pfIZC4>

Ratings: Amazon: 4.6/5; Goodreads: 4.17/5

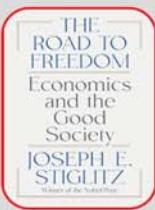


The Road to Freedom: Economics and the Good Society by Joseph E. Stiglitz

The Road to Freedom argues that the idea of “freedom” has been misused to justify unchecked markets, benefiting elites while causing inequality and crises. Stiglitz calls for redefining freedom through responsible regulation and collective action to create an economy that protects society and ensures genuine opportunity for all.

Available at: <https://bit.ly/485qjNr>

Ratings: Amazon: 4.4/5; Goodreads: 4.0/5



ARTICLES REVIEW

Advancing Women in the Accountancy Profession: From Advocacy to Action by Layla Al Khalefah et al.

At IFAC Connect MENA 2025, women leaders stressed that advancing women in accountancy is essential for the profession's sustainability and credibility. They called for shifting from advocacy to action by embedding inclusion in systems, promoting sponsorship, and creating networks that support women's leadership.

Available at: <https://bit.ly/4r5f2Fz>

How CFOs Can Lead the AI Transformation by Stathis Gould & Laura Takamizawa

AI is reshaping finance, turning CFOs into strategic leaders who drive value through data and human-centered insights. Success requires responsible AI, strong data governance, skilled teams, and reimaged finance roles focused on strategy, collaboration, and sustainable growth.

Available at: <https://bit.ly/4rrShfh>

Accountants on Board: Why Professional Accountants are Essential Members of High-Performing Boards by Taryn Rulton & Linda Lach

Professional accountants enhance boards by linking financial insight to strategy, managing risk, and promoting ethical governance. Their participation ensures sustainable impact, accountability, and effective decision-making.

Available at: <https://bit.ly/481WbIW>

Members are encouraged to share noteworthy books and articles that the R&P Department can consider for inclusion in the future issues of CMA Journal on email: rp@icmap.com.pk