



“You must be the change you want to see in the world”  
Mahatma Gandhi

**People Trends Magazine** is a publication that represents a diversity of ideas, perspectives and philosophies that collaborate to make this world a much better place for our current and future generations.

This magazine shall be guided by the principles of Truth, Goodness and Beauty. Through this magazine, we hope to harness the collective power of goodness from remarkable individuals, leaders, companies, non-profit organizations, governments and societies.

The main theme of People Trends Magazine is:

**Transformations: People ~ Organization ~ Society**



## topics

### 1. People

Topics include: Happiness and Well-being, Family and Work Relationships, Feature of exemplary leader / individual who contributes to the betterment of the world

### 2. Organizations

Topics include: Corporate Social Responsibility (CSR) practices, Business Ethics, Work Life Harmony, Diversity and Inclusion, Environment / Climate, Socially Responsible Investments (SRI), Extraordinary Career, Effective Leadership, Feature of socially and environmentally responsible company / business

### 3. Society & Lifestyles

Topics include: Government initiatives that promote work-life harmony and fair employment practices, Lifestyles of Health and Sustainability (LOHAS) – featuring socially and environmentally responsible products and services from around the world (e.g. eco-friendly homes and workplaces)

### readership

We will distribute People Trends Magazine to the following group of readers:

1. Organization Leaders
2. Human Resources (HR) Professionals
3. Corporate Social Responsibility (CSR) Professionals
4. Government Institutions, Embassies and Consulates
5. Non-Profit Organizations and Societies
6. Institutions of Higher Learning
7. Libraries
8. Interested Readers from the General Public
9. Participants of People Trends's Conferences

### circulation

People Trends Magazine will be circulated on a quarterly basis, with 8,000 copies locally and internationally. It goes out to the senior management, key decision makers and professionals of leading corporations. The magazine seeks to appeal to an international readership and will also be distributed through major retail bookstores.

