

New Book Explores How One Leader Balanced Legacy, Innovation, and Ethics Across Family, Business, and Sport

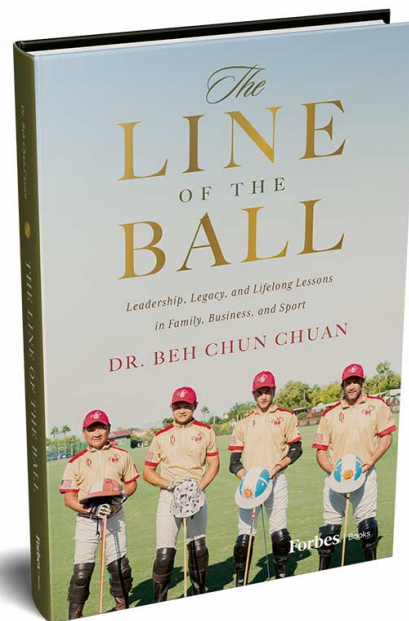
"The Line of the Ball: Leadership, Legacy, and Lifelong Lessons in Family, Business, and Sport" by Dr. Beh Chun Chuan is released with Forbes Books.

NEW YORK, NY, UNITED STATES, November 4, 2025 /EINPresswire.com/ -- "The Line of the Ball: Leadership, Legacy, and Lifelong Lessons in Family, Business, and Sport" by Dr. Beh Chun Chuan is now available [on Amazon](#) and at [major booksellers](#). The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.

In "The Line of the Ball," Dr. Beh Chun Chuan shares his remarkable story of success—from selling tropical fruit as a child in rural Malaysia to founding one of Malaysia's largest integrated healthcare networks. As Chairman of [BP Healthcare Group](#), Dr. Beh recounts how his company played a leading role in Malaysia's pandemic response, how he leveraged technology to revolutionize patient care, and how he nurtured a family business culture built on service and innovation.

Guided by his mother's wisdom and the discipline he developed as a Boy Scout, and later as an international polo competitor, Dr. Beh frames his life and business philosophy around the polo concept of "following the line of the ball"—a metaphor for staying focused, maintaining integrity, and seizing opportunities decisively.

"The aim of this book is not to give advice on how to 'get rich quick,' because the reality is that success is not a sprint race. It is a demanding marathon, where you're competing with the



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Dr. Beh Chun Chuan releases "The Line of the Ball: Leadership, Legacy, and Lifelong Lessons in Family, Business, and Sport" with Forbes Books.

world's best—mentally and physically prepared individuals with drive, innovative ideas, and fierce determination to succeed," Dr. Beh said. "By fostering a well-rounded approach and outlook from an early age, I believe we can prepare the next generation for the long-distance race of life."

Beyond entrepreneurship advice, "The Line of the Ball" reveals personal lessons in resilience, legacy, and giving back, to create a compelling read for business leaders, healthcare professionals, and aspiring changemakers alike.

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About the Author

Dr. Beh Chun Chuan is the founder and chairman of BP Healthcare Group, one of Malaysia's largest healthcare organizations. Starting with a single pathology lab in 1981, he has built BP Healthcare Group into a comprehensive healthcare provider with over 120 outlets nationwide. A certified medical microbiologist, he holds a postgraduate diploma in medical microbiology, an MBA from Golden Gate University, and an honorary PhD in law from the University of Nottingham.

A devoted father to Lovy, the late Chevy, Joevy, and Garvy, Dr. Beh is also an avid polo player who has competed internationally at the highest levels, including on the prestigious Palermo grounds in Argentina. He resides in Ipoh, Malaysia, where his home overlooks the family's private polo field.

About Forbes Books

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