

“Wherever you see a successful business,
someone once made a courageous decision.”

Jack Welch



Forget the cynics. Business is important. The role of business is to make the world a better place for everyone, creating wealth and wellbeing, prosperity, jobs and choices. And if you believe that, you just might make it in this field.

There is a strong argument to be made that in the future everyone will need to have an education in business. Whatever you do in your professional life, chances are that it will involve some level of business skills.

So, what is business? Business most likely began the day man discovered his ability to speak, and then started negotiating. Money was later created, replacing the barter system.

A long, long, long time ago “doing business” was relatively simple. You bought or produced goods, sold them for a profit and, *voilà*, earned a living.

Today things are a bit more complicated, to say the least.

Many young people who want to study Business Management dream of quickly obtained wealth and success. Who doesn't? Beware, the reality is quite different.

Studies are hard and the work is hectic. You will have long hours, no private life and more than your share of responsibilities, whether you have your own business or are an employee of a large corporation.

In today's business world you need to be an explorer, innovator and entrepreneur.

Creating wealth and wellbeing? Some detractors will grin and offer, “Yeah? Whose wealth? The boss's?” Well... yes. If “the boss” is making money, it also means that she's creating jobs that in turn will bring wellbeing to others. And that makes the world go round.

Globalisation is making business easier in many way, and harder in just as many others; easier because the world is shrinking and opportunities soaring, and harder because finding a niche in this smaller world is becoming more and more difficult.

When we say businessperson, we all think of the outrageously successful and famous billionaire, but very seldom hear about those who didn't make it.

So, do you really have to study business to become successful?

Isn't the best way to learn about business to work in a business and learn from others? No. In the heat of battle (and don't kid yourself, business is often a battle) you don't have time to learn to fight; there are too many day-to-day pressures and few people have the inclination (or the capability) to explain what is happening or, more importantly, the reasons behind their decisions.

Nobody likes a sad story, but often sad stories are more realistic than glamorous tales of success. If the key to success is creativity, management is equally as important.

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