

## From the Editor - **Armageddon**

Our focus at the MEJB is on Ethical and Sustainable business .

Some articles relate solely to academic business issues but in these troubled times of wars, cruel dictatorships and ecological disaster the precarious global situation affects all aspects of life, of which business is a part. Indeed the current ecological problems on earth are a by-product of corrupt and shoddy business. It is within the intelligence and expertise of humans to do all things ethically and sustainably and this journal encourages our readers to be a beacon against the darkness of ignorance that too often surrounds us all. The Publisher initiated this journal with the longterm sustainability of life on earth in mind. The reader may not agree with some of the opinions in this journal but they are presented in order to generate greatly needed discussion on these issues instead of the mad stampede toward oblivion that is currently taking place.

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### **Middle East Journal of Business**

(with a focus on Ethical and Sustainable Business)  
DOI: 10.5742

**Website:** [www.mejb.com](http://www.mejb.com)

ISSN (Online) 1834 8769; (Print) 1834 8777

#### **Published by:**

medi+WORLD International  
Australia

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