



*A customer is the most important visitor on our premises.*

*He is not dependent on us.*

*We are dependent on him.*

*He is not an interruption to our work.*

*He is the purpose of it.*

*He is not an outsider to our work.*

*He is the purpose of it.*

*He is not an outsider to our business.*

*He is a part of it.*

*We are not doing him a favour by serving him.*

*He is doing us a favour by giving us an opportunity to do so.*

*—Mohandas Karamchand Gandhi.*

*Connotation of ETHICS may still be in its time old realm. But in reality, with the advancement of technology and human urge to convert all positive exhortations to power the growth engine of material life and utilize for wealth generation, ETHICS has acquired new perceptions and meanings.*

*Technology savvy manpower of the modern time has begun to see the omnipotent prowess of ETHICS in making personal, professional and social life more meaningful and enjoyable. Successful professionals of the present day, has embedded ETHICS with spirituality and material growth. This has helped them to enjoy the nectar of spirituality without losing focus on material growth.*

*Imbibing this nectar enhances the creative power of human faculties. So ETHICS has become a resource to build one's career, better reputation and improve wealth generating capacity. It does not involve any payment or monetary cost. All that is required is to study the utility of ETHICS and the methodology of applying it in all areas of life.*

*ETHICS is holistic in nature and can heal psychic, physical and fiscal wounds. Since these wounds keep on coming in the life cycle of a dynamic person like waves in the ocean, those who wish to succeed in life must acquire abilities to withstand any tsunami that may suddenly surface. Medical practitioners say that many small strokes happen in human bodies, unnoticed. Similarly these types of tsunamis frequent our life cycle. Successful persons empower themselves with the technique of ETHICS which protects their forward march and keep their movement unaffected of such tsunamis. So ETHICS can perhaps be described as a safety belt for all those who wish to succeed in life and keep their reputation in tact.*

*The endeavour of Asian Journal of Professional Ethics & Management will be to aid the future professionals and managers as well as present day practitioners, to succeed in their chosen career, through presentations and articles on values and real life stories of experienced persons. The objective - to make life a celebration and every professional a celebrity in that sense.*

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