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Editor's Letter: Bridging the Gap

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Cover Page Footnote
I would like to thank the editorial board for Winter 2018 semester in BUS M 490R. You are the best!

This recurring feature is available in Marriott Student Review: https://scholarsarchive.byu.edu/marriottstudentreview/vol2/iss1/2
Dear MSR Reader,

A bridge brings together two pieces, which normally would not connect. Without the connecting link, those two sections would be separate. For example, a bridge between two landmasses gives travelers access to new locations, new vistas, and possibly even new opportunities. Bridging the gap can also be perilous if the bridge is not safe and secure. The connection needs to be maintained and inspected regularly for cracks, fissures, or signs of wear that should be fixed immediately.

A tragic example of this happened on August 1, 2007, when the I-35W bridge collapsed over the Mississippi River killing 13 people and injuring 145 others in the metropolitan area of Minneapolis, Minnesota at 6:05 PM, during the height of rush-hour traffic. The bridge had been inspected annually since 1993. No inspection had been done the year it collapsed. Since 1990, the bridge had been given a rating of “structurally deficient.” In a 2001 study, it was determined that there were stress cracks in the cross girders and main trusses. The inspection in 2006 determined that there were problems of cracking and fatigue. Inspectors had even discussed condemning the bridge. But, the bridge was scheduled for replacement in 2020 and those in charge hoped the bridge would last until then. Well, it didn’t.

In business, bridges can be built between individuals, countries, markets, companies, and even ideas. These bridges provide links that bring together parts that were previously separate. Bridging gaps in both the public and private sectors can open new vistas, leading to new business opportunities for people on either side of the gap. The problem with these bridges is that if they are not maintained and inspected regularly, they can crash and fall because of financial stress and social pressure.

In this issue of Marriott Student Review, the authors have explored the bridges built in business and the importance of maintaining those connections:

BRIDGING THE GAP BETWEEN CULTURES

Kylan Rutherford suggests ways to better understand business in Eastern countries.

BRIDGING THE GAP BETWEEN JOBS

Elisabeth Andersen discusses new trends in the job application process.
BRIDGING THE GAP FOR A SUCCESSFUL STARTUP COMPANY

Ammon Kou reveals the challenges of starting a new business and highlights examples of successful companies in Utah.

BRIDGING THE GAP BETWEEN BELIEFS

Wyatt Pagano emphasizes the need to understand other people’s beliefs.

BRIDGING THE GAP IN BUSINESS NEGOTIATIONS

Spencer Evans reviews “Getting to Yes: Negotiating Agreement without Giving In” by Roger Fisher and William Ury.

I hope you will enjoy reading about how you, as a business professional, can help bridge the gap between people and companies as you practice the connecting principles discussed in this MSR issue. Please share with us your own thoughts of how to bridge gaps.

Enjoy reading,

Marianna Richardson

Editor-in-Chief