Editor's Letter

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The word undaunted implies not being intimidated by experiences that would normally bring discouragement, difficulty, or disappointment. War often brings such intimidating experiences. In the Book of Mormon, the Nephites were fighting the Lamanites in a battle for their very existence. Even though the Nephite armies were about to give way to the Lamanites, losing their lives and liberty, there were 2,060 young warriors who were “firm and undaunted.” Their unconquerable spirit was what saved an entire civilization.

In another war story, three men found themselves in a life raft in the middle of the Pacific Ocean after being shot down from their plane during WWII. Louie and Phil were optimistic about their ability to survive, but their fellow crewman, Mac, became resigned to the fact that they would die. Laura Hillenbrand explains their situation: “Though all three men faced the same hardship, their differing perceptions of it appeared to be shaping their fates…. Louie and Phil’s optimism and Mac’s hopelessness were becoming self-fulfilling.”

Business is becoming a civilized version of war where companies, not countries, become battlefield opponents. Mark Fuller describes it this way: “No matter your industry, company, or nationality, there is a battle-ready competitor somewhere who is busy thinking how to beat you.” This issue of the Marriott Student Review focuses on the undaunted business spirit found in the international marketplace today, enabling men, women, and businesses to rise above the common experiences of discouragement, difficulty, and disappointment to find success.

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