



September 2019

Editor's Letter

Marianna Richardson
mariannari@hotmail.com

Follow this and additional works at: <https://scholarsarchive.byu.edu/marriottstudentreview>

 Part of the [Accounting Commons](#), [Business Administration, Management, and Operations Commons](#), [Business and Corporate Communications Commons](#), and the [Entrepreneurial and Small Business Operations Commons](#)

Marriott Student Review is a student journal created and published as a project for the Writing for Business Communications course at Brigham Young University (BYU). The views expressed in Marriott Student Review are not necessarily endorsed by BYU or The Church of Jesus Christ of Latter-day Saints.

Recommended Citation

Richardson, Marianna (2019) "Editor's Letter," *Marriott Student Review*: Vol. 3 : Iss. 2 , Article 11.
Available at: <https://scholarsarchive.byu.edu/marriottstudentreview/vol3/iss2/11>

This Recurring Feature is brought to you for free and open access by the Journals at BYU ScholarsArchive. It has been accepted for inclusion in Marriott Student Review by an authorized editor of BYU ScholarsArchive. For more information, please contact scholarsarchive@byu.edu, ellen_amatangelo@byu.edu.



Editor's Letter

UNDAUNTED

THE WORD UNDAUNTED IMPLIES not being intimidated by experiences that would normally bring discouragement, difficulty, or disappointment.¹ 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."² 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."³

Business is becoming a civilized version of war where companies, not countries, become battlefield opponents.⁴ 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."⁵ 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.

UNDAUNTED BY DISCOURAGEMENT

The cycle of poverty between generations of people is discouraging and hard to break. In "Plastic Bags and Bamboo Stools," Grace Bithell reviews the complex and limited economic system of microfinance with its track record of successes and failures. People still bring hope to those in need, as shown by Noella Moshi and Misan Rewane who are examples of undaunted individuals who are trying to tackle the extreme poverty of West Africa. As the founders of WAVE (West Africa Vocational Education), they help West African youth to become self-sufficient through learning a trade and getting a job. Christensen, Ojomo, and Dillon's new book, *The Prosperity Paradox*, deals with a similar theme of pushing rather than pulling emerging economies out of poverty into prosperity by targeting non-consumption, especially when starting new businesses.

UNDAUNTED BY DIFFICULTY

Hunter Vance tackles the difficulties student athletes face without compensation, other than scholarships. Even though these athletes bring large revenue streams to universities, Vance feels that the NCAA should reconsider the fairness of prohibiting student athletes from receiving any additional

money for their work and personal brand. Starting a new charity organization also can be difficult as Katherine Lowe has found out. Crowdfunding has its challenges, especially when competing with much larger non-profit organizations. Brexit has also had its fair share of difficulties and is still not resolved. Amelia Charles asks the question, "Will Brexit be UK's savior or downfall?"

UNDAUNTED BY DISAPPOINTMENT

Economic fraud is perpetrated on Baby Boomers yearly at the estimated amount of \$3 – 36 million (depending on the study). Ryan Brown is disappointed that we are not doing more to protect our elderly from financial abuse. Many artists are also disappointed by the way streaming music has changed the price structure of selling their songs. Daniel Witt warns these artists that streaming is not going away, so they must work to improve the system, rather than complain about it. Jake Conlin agrees with that sentiment, urging companies like Red Box to rethink ideas and solutions in order to strive to survive in this technologically changing world.

Hopefully, the undaunted spirit of this issue will inspire all of us. Please share your thoughts about the articles by commenting on them on our Facebook page or LinkedIn profile. You can also find us on Instagram and Pinterest. For more information on finding success, please listen to the MSR podcast, *Measuring Success Right*, which can be found on iTunes or Spotify. 🎧

Enjoy,

Marianna Richardson

Marianna Richardson

Editor-in-Chief

Marriott Student Review and Measuring Success Right

Notes

¹ Google definition. Accessed on 7/9/2019, shorturl.at/bft18

² Alma 57:20

³ Laura Hillenbrand (2010), *Unbroken: A World War II Story of Survival, Resilience, and Redemption*, New York: Random House, p. 148.

⁴ Mark B. Fuller, "Business as War" Fast Company, Accessed on 7/9/2019, <https://www.fastcompany.com/55076/business-war>

⁵ Fuller, "War."

COME HANG OUT WITH US!

@MARRIOTTSTUDENTREVIEW



MARRIOTT STUDENT REVIEW



@BYU_MSR

