Some people think that the only way to judge someone's success in business is by the amount of money they make. Is this a true indicator of the success of a business and in what other ways could success in a business be measured?

A large portion of people consider wealth a sign of success in business. Whilst this is a key factor in evaluating success, many arguably hold the idea that a wider view should be considered for a deeper evaluation of success. This short essay will elaborate this contentious topic.

It is true that in most businesses, the main purpose of activity is financial profits, but this does not seem as complete as humanity <u>expect</u>. Many an individual who earns a lot of money through illegal activities such as drug dealing or embezzlement <u>are</u> financially successful, but their activity is harming an overwhelming majority of people <u>for sure</u>. Being <u>drown</u> in money, drug dealers can be categorized as successful persons amongst many who do not know where <u>the</u> wealth came from.

Many claim that <u>other</u> <u>factor</u> should be added to financial criteria of success. Respecting the morality and benefiting people in need are two of the most significant <u>factor</u> playing crucial <u>roles</u> in a wider definition of success. <u>Morale</u> of course is of great importance in every movement. Each and every activity can be profitable if the owners do not respect ethical standards. Selling an expired medicine in underdeveloped countries, or <u>export</u> a certain commodity where <u>those</u> <u>items</u> are hard to find with an exorbitant price are cases in point for prosperous businesses disregarding high values of humanity.

To sum up, financial success <u>do</u> not necessarily prove <u>a</u> success in a business. A true success, from my point of view, has <u>wider</u> definitions. Only if we change the materialistic viewpoints in societies and include high human values can we expect a better place to live.