

SHORT COMMUNICATION About pseudo-needs (in economical science or management)

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Abstract: A shortcut to development is not to try to satisfy pseudo-needs. It is better to put efforts elsewhere than satisfying pseudo-needs. People who do not value education electing people who do not value education is why there is so much incompetence everywhere.

People think that we need some education for more prosperity but what is not materialism is that we need some prosperity for more education.

Key words ; Adib Ben Jebara; American International Journal of Business Management

I. INTRODUCTION

A shortcut to development is not to try to satisfy pseudo-needs. It is better to put efforts elsewhere than satisfying pseudo-needs. Not to be outdated as an individual by not knowing all the information available orally is a pseudo-need.

To do actions only for the image of a brand is a pseudo-need.

II. MAIN TEXT :

When there are a lot of rumors, most of them are false and a poison for the mind; so better not to listen to rumors when there are a lot of rumors.

Some sub-sectors of the public sectors in developed countries are under-developed because less development can follow high development.

So, what is written about shortcuts to development can be applied to parts of developed countries as well as developing countries.

What are not pseudo-needs are people able to manage public funds, which means some technical knowledge for good results.

People who do not value education electing people who do not value education is why there is so much incompetence everywhere.

Education is an ultimate goal.

Some people consume too much, a high level of consumption is a pseudo-need. Such people are not even aware that they consume very much.

Not to be a guinea pig is a pseudo-need. If all people refused to be guinea pigs, most parts of the present medicine would not exist.

Public companies tend to be run like administrations waiting for the money of the taxpayer because of the absence of long term plans to use less means to balance accounts.

Trying to use less means in some work process brings a mindset which leads to also consuming less outside of work which is good about climate change. Beside finding shortcuts, to shorten lead times is a way to use less means, especially in public companies and when committees are involved.

People think that we need some education for more prosperity but what is not materialism is that we need some prosperity for more education.

The existence of motivations not compatible with efficiency (to please someone) has as a consequence a toxic atmosphere and encourages fraud.

The most prevalent false rumor is that someone is very capable while he or she is not.

It is not necessary to multiply controls to prevent fraud, it is rather necessary to make sure that the concern of efficiency is always present.

Philosophy is stepping back to see better why actions do not bring good results. Philosophy can lead to taking the right actions.

A good philosopher of science makes scientific discoveries about the foundations of sciences but people see philosophy of science as an activity closed on itself.

Philosophy of science makes also remarks about some developments of science and can even write about what future developments can be expected.

III. CONCLUSION:

Let us be reminded that “beating around the bush” should be replaced by going straight to the point.
Let us be reminded that writing long texts without many new ideas is an absence of efficiency.
There is a fight between competence and incompetence, incompetence wins in the short term with some blah-blah and competence wins in the long term.

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