**BUSINESS**

"Success is not final, failure is not fatal: it is the courage to continue that counts." - Winston Churchill. This quote perfectly sums up the essence of business. It is all about taking risks, having courage, and never giving up.

In business, success can be attributed to a variety of factors. For example, one of the most important is the ability to charge a reasonable price for your product or service. This requires doing some market research to determine what your target audience is willing to pay and how much your competitors are charging. Additionally, it's crucial to provide good customer service in order to keep customers coming back and recommending your business to others.

However, entrepreneurs may face typical problems that threaten the success of their business. Some of these problems are over-dependence on one main customer, failing to manage the business properly, which can result in bankruptcy or failure. It's also important to deal with tax properly and to make a solid business plan with careful attention paid to all aspects of operations.

As a matter of fact, ethical dilemmas are a common occurrence in the world of business. They arise when a company is faced with a decision that could potentially harm their reputation, employees, or stakeholders. Often, these dilemmas involve the choice between doing what is legal and what is morally right. Companies may be tempted to act illegally or break the terms of a contract in order to cut back on costs or get a decent bonus.

One particular example of a difficult ethical decision made by a company was when XYZ Corporation was caught offering bribes to government officials in order to secure contracts. The company was facing financial difficulties and decided to look for ways of reducing costs by cutting back on investment in technology and renewable energy sources. In doing so, they found themselves struggling to compete with other companies. In an effort to catch a lucky break, they resorted to unethical practices and offered bribes to officials. This decision resulted breaking the law. XYZ Corporation had to pay fines and lost many of their contracts.

To succeed in business, one must possess entrepreneurial skills and have the ability to think outside the box. Additionally, having management and technical skills is also vital. Nevertheless, what makes a business icon is not just these qualities alone but also the ability to build up a highly profitable business and come up with an idea that sets them apart from others.

One famous Russian businessman who embodies all these qualities is Oleg Deripaska. His success can be attributed to his negotiation skills that allowed him to get a good deal for his company while still ensuring a win-win result for all parties involved. He was able to sign/negotiate contracts with various companies worldwide, which proved beneficial for both parties involved. All these factors combined turned him into successful businessmen.

In conclusion, the business demands skill and integrity. While rewards can be substantial, the risks of owing the bank some money are ever-present. Entrepreneurs must remain grounded and focused on their long-term goals rather than seeking to feather one's own nest. With attention to the right mindset and aptitude, however, one can go from rags to riches like Oleg Deripaska.