In this article the author discusses about his father last days before his death five years age, he states there was something different in his behaviour few weeks before his death, though he had a delusion that he would be fine. The author wonders that if his father can still listen to them, his father eyes seemed to moisten in his final moments about which he seems to have apprehension that to what did it pointed. The author had dreams of the grief his father might had been in his last days, but also questions that whether did it really happened or it’s due to the fear of his own mortality. We believe that our parents are immortal beings and are a permanent part of us but after their loss they become a historical persona. The author has his father’s memories still fresh in his mind. The author points that the sense of loss is not a rare phenomenon some people loose their parents early on in their life and it eventually describes their childhood, like his father lost his dad when he was 6 years old, though it is not easy to digest and describe. The author points that people avoid talking about the loss but he wants to remember his father last days so that it don’t become his only memories and he is able to relate his father more from his young age. Five years now from his father death he came to understand that loss is something that society should open up talking about, such pain is corrosive if it is supressed.

Starbucks the coffee chain giant on 13 Feb 2023 made changes to its rewards program which has lead to customer backlash. The author as business school professor is fascinated by the customers reaction. The rewards programs are meant to build customer loyalty with pandemic the rewards program turned out to be lot more beneficial and being some thing which only airline industry had, now these types of freebies are prevalent across about 57% of restaurant chains thanks to acceleration of digital technology. The starbucks is an old player since 2008 in rewards program and due to pandemic by the end of 2022, 29 million people enrolled in its program. Starbuck gives a star with each dollar a person spends which then can be later redeemed. But recently starbucks made changes and increased the price of hot coffee to 100 stars and also reduced the price of cold coffee which is more popular these days and accounts to 60% of company’s total sales which question whether these programs are customer friendly or not? Since the reason behind public backlash is due to loss aversion which is due to making something more expensive more painful. But as cold coffee is more bought so the company made it more cheaper from company’s perspective the benefits of customer shopping something more frequently can surpass the costs incurred for running these programs making both customers and consumers happy.

The article depicts the present state of relations between Russia and China. Xi Jinping visited Moscow an year ago and both declared their relations to have “no limits” but a few weeks after that Russia attacked on Ukrain which led to series of sanctions on Russia. This violated the chin’a core idealogical princiles. But despite this china and russia’s relation won’t weaken because of its own self interest and the larger enemy “the us” . The war has certainly exposed the limitations relation between china and Russia. There is a huge economic gap between both parties with Russia more dependent on china economically. The china has also signed a major deal with Qatar which has made 2 gas piplines project in the middle east that Russia eagerly promotes to happen on china terms. The china has also mentioned about Ukrain in the peace talks. Russia has fewer choices and a number of saction on it has made it economically weaker. Yet the relation is favourable for Xi and don’t exist in vaccum because of US efforts to contain china and china’s belief in decline of united west. China will continue to play juggling act with a long term vison to have a strong place in new world order. With china having less dependence on Russia it don’t need to support its action too agressively. The Russia can suddenly be defated by ukrain due to nuclear weapon internvention but the chances are bleak. China know a “friend in need is a friend indeed”