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## A Business called Global Issues!



Every year, the world is supposedly hit by most horrendous and deadliest of the global issues. Be it animal conservation, terrorism, global warming, natural calamities, famines or economic inflation rates; world never seems to run out of any concerning issues to stand for and 'fight' against. Let's find out how the global issues are used in keeping the world busy and making profits.

Few years back, everyone was talking about global warming and its adverse environmental impacts. The issue got so heated up across the world that

Hollywood made a super-hit movie entitled 'The Day After Tomorrow' on the same subject. It was the also the same time when everyone was fearing the world's end and several international organisations were formed with the motive of bringing revolutionary reforms in order to bring-down the emission of green-house gases and reduce pollution. Billions of dollars were put in the research, awareness and promotions. But today, it all seems to have gone in vain. There is not even a single concern raised about global warming. Surprisingly, as soon as America got hit on 9/11, the whole focus got shifted to terrorism and it seemed as if global warming never existed at all. Today, discussing that same serious issue of global warming has become a cliché!

This is because issues always exist; they don't suddenly start or end. They are just raised and dropped off as per the situations and requirements. May be the world has eventually started understanding it as well. Have you noticed the people gathering on an occasion or a party? They spontaneously start discussing local issues like traffics, pollution, family matter, etc. On a larger platform when bureaucrats, industrialists, investors and politicians gather, what they discuss; simply becomes global issues. And unlike our chats, the global issues are not discussed for free! The 'hot' issues are very skilfully transformed into huge business opportunities which affect the global economies on massive levels.

Eventually the same "burning issues" get erased from the volatile memory of the people across the world. A new story begins and the cycle goes on...