

# **The Existential Question !!!**

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Our recent piece<sup>(1)</sup>, 'Small-Biz as a Solution Against Corruption; Other Ills of Society' brought back the question, **Is Gain Knowledge Group trying to change the world?**

Surely, it is sheer arrogance, possibly bordering stupidity, to think we can change the world that has existed for millions if not billions of years in our blink of a lifetime.

We simply believe that promoting small-biz is one way to make life in a society a fun ride for many people. The other option might, of course, be to resurrect the psychedelic 60's, the hippie lifestyle and the blissful ignorance of LSD, all of which, we neither recommend nor condone.

Returning to the Existential Question,

## **Why was Gain Knowledge Group created?**

The one sentence that can answer this question is

**"Necessity is the mother of all creation, but the father that is often forgotten is frustration ..."**

It is necessary for organizations like Gain Knowledge Group, which are seeking to help small businesses flourish, to exist. Please see our piece<sup>(1)</sup> on 'Small-Biz as a Solution Against Corruption; Other Ills of Society' for a more detailed explanation of this necessity.

While that is the necessary part, the frustration that brought about Gain Knowledge Group is the increasing explosion of information, jargon and the deception of society by the so-called experts. We mean no disrespect to any experts who have spent many years working in a field. We definitely include people doing R&D in the expert category. We as a society, clearly need both. There is also much to be said about the instincts that people tend to develop when they engage in a certain behavior for long periods of time. But, what we need to realize is that in most situations that do not warrant a highly specialized outlook, we value expert opinions a lot more even though they may not really be all that better than the opinions of an average person. Please check our main website for a more detailed explanation of the above-mentioned issues<sup>(2)</sup>.

The nexus to Diwali, the festival of lights,

This note was originally written around the time of this festival and hence the below provides an illuminating metaphor.

As we celebrate this festival of lights, it is worth pondering about one interpretation of light, which stands for knowledge that dispels darkness, which is representative of both ignorance and over confidence.

Needless to say, Gain Knowledge Group is dedicated to mitigate this two-sided problem, where on one side we know nothing of too many things and on the other side, we feel we know everything about some other things, by spreading knowledge about varied concepts and by demonstrating the limitations of whatever we know.

Summing it up,

We are constantly involved in Gaining Knowledge and Solving Problems. While it is hard to draw a strict boundary between the two streams, Gaining Knowledge represents our efforts at disseminating interesting thoughts and Problem Solving is the work we have done with clients in resolving their concerns. Please check our main website for some examples of both the streams<sup>(3)</sup>.

In Conclusion,

**We simply exist, in this information age, to try to uncover nuggets of knowledge amidst buckets of B.S.<sup>(4)</sup>**

### **References:**

1. [http://www.gainknowledgegroup.com/uploads/Gain\\_Knowledge\\_Group\\_Small\\_Biz\\_Solution.pdf](http://www.gainknowledgegroup.com/uploads/Gain_Knowledge_Group_Small_Biz_Solution.pdf)
2. [http://www.gainknowledgegroup.com/Our\\_Philosophy.html](http://www.gainknowledgegroup.com/Our_Philosophy.html)
3. [http://www.gainknowledgegroup.com/Our\\_Work.html](http://www.gainknowledgegroup.com/Our_Work.html)
4. B.S. stands for Bullshit, <http://en.wikipedia.org/wiki/Bullshit>
5. Reference 1, above is also available as a note at this link, [http://www.facebook.com/note.php?note\\_id=245460358834924](http://www.facebook.com/note.php?note_id=245460358834924)

----- Information about Gain Knowledge Group -----

Gain Knowledge Group was created to help small and mid size businesses with the longer-term goal of tackling the problems mentioned above and a few other problems, which are beyond the scope of this narrative. Please visit our website for further information.

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Gain Knowledge Group  
First & Last Stop For Your Problem Solving Needs.  
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