



The Professional

Subroto Bagchi

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"In the new era, where every person's actions have the potential to have a global impact, we must redefine what it means to be a true Professional."

By common definition, a professional is someone who possesses the skills and knowledge whether a prestigious university degree or simply years of on-the-job training - necessary to do a job. For centuries, we have relied on this definition to help us determine who is capable and who is not. But every day we see examples of so-called professionals who do more harm than good: a few irresponsible bankers whose get-rich-quick schemes led to a global financial meltdown; a once-respected hedge fund manager charged with running the world's largest Ponzi scheme and robbing his clients of billions; a team of executives who siphoned funds from their employees' pension plans...the list goes on.

So how can we weed out the best from the worst when the accepted standards are no longer enough, and when even the most powerful and respected among us cannot be trusted to behave responsibly?

According to businessman and bestselling author Subroto Bagchi, the first step is to redefine what it means to be a professional. Today, it takes more than just aptitude; it takes a commitment to doing what's right, not only for your business, but for society as a whole. In a world where patients, clients, and customers can no longer completely trust the advice given to them, *The Professional* outlines the explicit and implicit code of conduct.

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