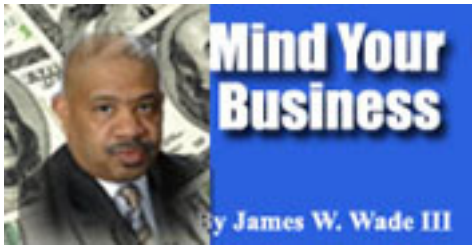

Gift cards seem to be a popular choice for many ages. When I sit back and imagine how my mother did all that shopping for me and kept everything hid until Christmas. I often laughed and wondered how Santa Claus cane to my house, knowing we didn't have a fireplace.

During this holiday season, one must be thankful for life. While getting caught up in spending money to make others happy, remember the joy of making other smile when they open their gift.

While many families are wanting Santa to bring them a job to help keep their household together. Christmas season is now synonymous with unbridled spending. Presenting near and dear ones with Christmas gifts is a major preoccupation for all. Companies start planning about innovative corporate gifts.

Those who do not want to go with the masses think of personalized Christmas gift ideas for their closest ones. Have-nots start browsing the Internet for cheap Christmas gift ideas.

But as grown ups, how many people think and analyze how human mind actually works once the gift packet is unwrapped and the contents bared? If one happens to know already what is in store or if the giver has already discussed with the receiver as to what he/she would love to have and gifts precisely that, it is a different matter. But when the surprise element is very much there, what exactly is one's very first reaction deep inside the heart at the sight of the content in the package?

• To the extent possible, replace the physical gifts by cash, gift vouchers and gift coupons. Let

the receiver buy what he/she really needs or wants.

• Discuss with children and try to convince them about the basic need of thrift at the current economic scenario; cajole them to accept cash gifts or gift vouchers and encourage them to accumulate and save the amount for buying something “bigger and better” in the near future.

• If children are not amenable to the above suggestion, tell them clearly about limits in the budget and offer to buy them as gift what they would love to have, but strictly within the budget.

• Encourage close friends and relatives not to gift your children with any goods; suggest them to give the present in the form of cash, to be dropped in the children’s piggy bank.

• As grown up fathers, mothers, father/mother-in-laws and grand parents, inform all near and dear ones well before Christmas that you have decided not to receive any gifts. If a stiff opposition is faced, then willingness to accept cash or gift vouchers can be given.

• Better still, donations in cash or check in lieu of gifts can be collected in the name of your favorite charity organization and the collected amount can be passed on to them immediately after Christmas.

This is the season when so many people feel happy and cheerful. Christmas to New Year’s Eve used to be a magical time full of charming songs, light-up decorations and vibrant presents. The holiday season is an important part of many people’s lives and it all begins with that traditional monumental big fat meal.

This year it seems like it started way before Thanksgiving, did retail get a jump this year? I think so, many sales happen before Black Friday. It’s not only the Culture Industry that’s messing up the holidays .The celebration of the holiday season has gotten even smaller and smaller over the past years, to the point that it almost seems like an afterthought. Gatherings where family members from all across the nation gathered together have been replaced by much less inclusive get-togethers where the smaller attendance has led to a smaller celebration, that is if we have any joint celebration at all.

Brightly-wrapped presents under an awe-inspiring tree have been foregone for much more convenient gift cards encased in embarrassingly unfunny greeting cards. One thing I think everyone can agree on is that you can't please all the people all the time. That is why the holiday season can be so challenging. How do you operate when everyone doesn't believe in the same things?

Gift cards seem to be a popular choice for many ages. When I sit back and imagine how my mother did all that shopping for me and kept everything hid until Christmas. I often laughed and wondered how Santa Claus cane to my house, knowing we didn't have a fireplace.

But to my surprise the cookies and milk would be gone the next morning, never knew my father liked milk (laughing). When you think of Christmas, you probably think of a Christmas tree. In fact, the Christmas tree is one of the most recognizable images of the season. Almost everywhere you go, it's the focal point of people's holiday decoration. You adorn your tree with ornaments.

The growing and selling of fresh Christmas trees is big business. According to the National Christmas Tree Association (NCTA), the industry supports about 21,000 tree growers and employs more than 100,000 people in the United States.

One opportunity that you probably have never considered is to attend another company's Christmas function. This can be a wonderful networking opportunity especially if your business is compatible with either the host company's team members demographic (as in you sell something they all want to use – in this case spend a lot of time networking and getting to know the team rather than the boss) or if there is the opportunity for a strategic alliance or host beneficiary in the new year (if a strategic alliance or host beneficiary is your goal – make sure you spend plenty of time with all the key decision-makers).

Networking doesn't have to be a waste of time or even traumatic.