Unit 5 MBA 6103

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**Introduction**

A number of incidents take place in this world on a daily basis. Some of these incidents are positive whereas some are tragic. Some incidents pass without a mention however, some leave a deep impact on a large number of people. These incidents take place both at a local level and global level. One of such incidents took place on September 11, 2001. September 11 attacks, also known as 9/11, refers to a series of terrorist attacks by a group, Al-Qaida. All these four attacks were conducted on different important locations in the United States, killing approximately 2996 people and injuring more than 6000 people. The terrorist attacks caused total damage of $10 billion as infrastructure and property damage. This incident not only shook the whole United States of America but the whole world and left deep and profound effects on the whole world.

**Discussion**

The tragic attacks of 9/11 shook the world and affected almost every aspect of life. The target country, the United States of America, was clearly most effected, where it affected an impact on the social, psychological, and even physical fronts of the people.

**Reaction of the people and organizational leaders involved in the incident**

The reaction to the terrorist attacks on September 11, 2001, were very extreme. People from every field of life condemned it at a large scale which included governments of different countries, political leaders and religious representatives. The local and international media also presented regretting remarks over the tragic incident (Pyszczynski, Solomon, & Greenberg, 2003). The organizational leaders in the United States and all over the world offered their condolences and extended their maximum corporation towards the people and government of the United States.

**Strategies of the organizations that attempted to assist the clean up after the incident**

The first and foremost strategy that was adopted by the organizations to cope up with this enormous tragedy was to arrange for the mental health response capability of its employees, as it was the pressing need of the hour.

**Pressures that influenced the strategies**

The factors that made it an immediate responsibility for the organizations to work for the emotional recovery of their employees was that many people all over the United States had lost their loved ones in these attacks. Even if they had not lost any family member, relative, friend or a loved one in these tragic incidents, it had shaken every American citizen deeply and there was a risk that it could also affect their productivity.

**How has the event affected the ethical culture in the United States?**

The terrorist attacks had a long-lasting impact on the ethical culture of the United States. This impact extended far beyond the geopolitics into society and culture. This impact could be seen in the form of an increase in the time spent with family and home, higher attendance in church and an elevated expression of patriotism (Bonham, Edmonds, & Mak, 2006).

**How has the incident affected society as a whole?**

The impact of the 9/11 attacks on the whole world was very harsh. Where it showed the empathetic side of the various societies of the whole world, it also exhibited the dark side of the globalization.

**Conclusion**

In a nutshell, it can be concluded that the terrorist attack of 9/11 was a huge tragic incident that not only had a profound impact on the economy and people of the United States of America but the whole world. The governments of different countries, political leaders and the religious leaders all over the world condemned this sad yet brutal incident and ensured their maximum corporation at every possible level. These attacks left deep and long-lasting effects on the economic, social, psychological, cultural and even ethical fronts of the society.

**References**

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