

Having chosen a subject and topic that is of interest to me, the extended essay does not become so much of a burden; rather, it provides enjoyment and satisfaction at the end of a long journey. It allowed me to discover academic writing in my own way, learning to accept constructive criticism and enabling me to equally enjoy analysing, evaluating and subtly criticising a company's decision-making process. The final product of my essay was delivered after undergoing several meetings with my advisor and gaining a vast amount of useful advice from her, writing up several drafts of the essay and including in the essay itself an attempt at applying theory of knowledge insights while delivering the findings of the research.

In short, I am thankful and pleased to have been given the opportunity to write the extended essay as I am very sure that it will prove to be useful in days and years to come throughout a new journey of becoming a professional.