Strategic management expert Howard Thomas says it is high time that the world of business, which includes the arts of managing and leading, was professionalised like medicine, law and engineering.

Business leaders would need to "codify" a body of management and knowledge best practices, and all of these models would need to be agreed internationally, he says.

Businessmen would then have to sit down to exam test how well they meet such standards, especially those of their own countries and regions.

Thomas was still standing on wooden legs, looking back to his days in the US, when he had visited the devastated city and seen there hadn't done much with the money given to them by the USA.

If you need money, you don't have to look for it. You can get by association at least.

The immediate prescription, he argues, is to raise business educations with values like integrity, fairness and maintaining high standards. To do this, one has to start finding the essence of right and wrong behaviours in business life, not just waiting for written nonsense in official documents informing about hiring laws, bans and obstacles approved by some law-makers.

"If you are making money hard ever fast," he says, "if you be go to force, its top manag- ers lay flat and telling half-truths from very good businessmen." It is paid by association at least.

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