**Firms and companies**

We can not forget yet the wallet of people, simple and poor people and even middle class people, when we are motivated by universal principles shrouded in honour and dignity, indeed. Idealistic reality and realistic Ideals are the solution, relatively in a complex and intricate world. Thus, in this special case of war, firms and companies moving in function of a just middle in affairs and business, try to curb their contacts with tyrants especially in times of war, and perhaps less in times of peace proportionally to the case to case behaviours of these despots, aiming at limiting to the maximum damages, hurts and harms. We think that progressivity in firmness and gradualism are the appropriate actions, as Total-Energies of does in Russia following judiciously Shell and PB of the UK. Others will adopt the same initiative of withdrawing their activities gradually from Russia regarded as the aggressor persisting in its deadly madness. Pressures like theses undermine indubitably the self-confidence and the morale of the most brutal spirits in the world. Business has its powerful force and effective influence. Hard souls understand only the power of reality not the Verb!