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JMGS defines global sustainability as the broad set of interconnected issues that include, but are not limited to, the achievement of environmental preservation, social entrepreneurship, poverty eradication, social justice, desirable production and consumption patterns, species preservation, and spiritually rich lives at this time in our species' history on this planet. It seeks to publish articles on how productive enterprises contribute toward realizing and achieving global sustainability so as to create socially just and spiritually whole ways for all species to go on thriving indefinitely.

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