

# Profit

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1203

## Abstract

**Purpose** – The purpose of this poem is to allow the reader to contemplate the substitution and to decide whether it works.

**Design/methodology/approach** – A short “poem” based on the idea of replacing “love” with “profit” in St Paul’s famous passage in 1 Corinthians 13, and often read at weddings. The word “charity” would appear instead of “love” if the old King James Version of the Bible were used instead.

**Findings** – An inference might be drawn that love is better than profit.

**Originality/value** – The poem encourages a comparison between profit and love.

**Keywords** Profit, Love

**Paper type** Editorial

## Profit

Profit is patient,  
profit is kind and is not jealous;  
profit does not brag and is not arrogant, does not act unbecomingly;  
it does not seek its own, is not provoked, does not take into account a wrong suffered,  
does not rejoice in unrighteousness, but rejoices with the truth;  
bears all things, believes all things, hopes all things, endures all things.  
Profit never fails[1].

*Hmm, perhaps this poem isn't quite working.*

## Note

1. Based on 1 Corinthians 13: 4-8 (New American Standard Version of the Bible), with apologies to St Paul. Scripture adapted from the New American Standard Bible © Copyright 1960, 1962, 1963, 1968, 1971, 1972, 1973, 1975, 1977, 1995 by The Lockman Foundation, Used by permission ([www.Lockman.org](http://www.Lockman.org)).

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