

Ethics of doing business: to bribe or not to bribe? assignment

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Bribe Several questions should be emphasized in the case; the question of ethics, the question of self-reference criterion and a more important question of what role should the marketer play; how much should they try to change the system and how much should they try to become a part of the system.

A strong point should be made that in a country where bribery is part of the way of doing business, there is an identifiable system of how much bribes are made, how much for different activities, when paid and to whom paid. One retired British executive once graded bribes as: 5% of \$200,000 will draw the serious attention of the head of state. [1] Anyone being sent to a country where bribery is an important aspect of doing business should be well versed on the system of bribery in the country and be prepared to deal with it effectively.

Pertinent Facts The Latin American sales effort of Staeres-Brenner Machine Tool Company of Iowa City, Iowa centers around a one-man operation in Latino. The company is changing its international marketing emphasis and is going to act more aggressively as an international firm. A new salesman is going to replace the Latino representative who is retiring. During the training period the new man who is a company man from the LLC. S. is introduced to the role bribery plays in doing business in Latin America. He questions the ethics of the practice and the rationality of it as a means of doing business profitably.