

U.s. foreign corrupt practices act

[Business](#), [Marketing](#)



U. S. Foreign Corrupt Practices Act Inserts His/Her Inserts Grade Inserts 13

April Martin Biegelman (2010) emphasized bribery should not be included in the marketing process. The research focuses on determining if bribery should be included in the company policy. The research focuses on the product, price, place, and promotion marketing strategies. The U. S. Foreign Corrupt Practices Act must be implemented within the United States and Outside the United States because bribery is unprofitable in the long run. The Foreign Corrupt Practices Act is appropriate and must not be cancelled because implementing a strategic marketing plan will always win more clients compared to using bribes in terms of competing more effectively with foreign companies because the clients will prefer product quality over bribe money. Aaron Murphy (2010) reiterated the U. S. Foreign Corrupt Practices Act should be implemented within the United States and Outside the United States because bribery is unprofitable. The law was established to ensure everyone in the business world is doing business on a level field; bribery violates the level playing field concept. The law may be harsh, but the law is the law. Likewise, ignorance of the does not excuse anyone from being penalized for violating the law. The law was established in order for the buyers and sellers to compete in same market segment in pure honesty. Fisk (2006) opined the clients will choose the products on the basis of the benefits of the products. Likewise, the clients will choose the products based on the products selling price. The clients will choose the product that can be easily reached. McDonalds (2007) emphasized the stores are strategically located near the current and prospective clients. The client will buy the products based on the best promotional or advertising activity entered into

by the marketing process. Alexandra Wrage (2007) reiterated assuming the company uses bribes to generate more foreign sales, the company may temporarily generate higher revenues compared to the other companies. However, most of the current and prospective clients are not fickle minded. They can vividly see that the bribe money is not comparable to the benefits that a product offers, especially when the health of the person is at stake. For example, a client accepts the bribe in exchange for a product of lower quality. The client will later on suffer from the lack of health ingredients needed to keep the person healthy all day and all night. Consequently, the client may land in the hospital for taking products that are of lesser quality compared to the products that have no bribe offers. The health care costs will reach an amount higher than the marketing company's bribe money amount. Based on the above discussion, bribery should not be considered in the marketing process. Instead, Czinkota (2006) theorized the company should focus on improving the company's product quality, implementing reasonable prices, and placing the products within strategically reach of the current and prospective clients. The company should advertise the countless benefits of the products to generate sales. Indeed, The U. S. Foreign Corrupt Practices Act should be implemented within the United States and Outside the United States because bribery is unprofitable in the long run. Indeed, the Foreign Corrupt Practices Act is appropriate and should not be repealed because the implementing a strategic marketing plan will always win more clients compared to using bribes in terms of competing more effectively with foreign companies because the clients will prefer product quality over bribe money. REFERENCES Biegelman, M. (2010). Foreign Corrupt Practices Act

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