

Cashing in on 'China Threat' Conspiracies

Contributed by Tom McGregor
Thu, Oct 18, 2012, 05:38 PM

BEIJING: Many US political candidates believe that criticizing China can help them win elections. Apparently, some businesses have discovered that warning the world about a so-called 'China Threat' theory could be a lucrative marketing strategy as well.

Many multi-national corporations based in the West are fearful that their Chinese competitors would eclipse them, which can slow down their revenues and profits stream. To maintain sizable market share, they must fight back or fade away.

Western multinationals can utilize different strategies to challenge Chinese rivals. They could lobby elected officials to legislate tougher trade laws, impose higher tariffs, or declare Beijing a "currency manipulator".

Austin, Tx. US-based radio talk show host Alex Jones has captured a loyal fan base by warning his listeners that the Chinese government is allegedly plotting to invade the USA.

He spouts this foolish conspiracy while earning millions of dollars with advertising deals that promote "apocalyptic survival gear". He urges listeners to buy food in bulk packages on "eFoodsDirect", which they can store in nuclear fallout shelters. He contends that World War III is coming soon.

Fortunately, few Americans take Mr. Jones seriously, but CNBC, a cable TV business news network, is a well-respected media outlet in the country. The broadcaster has promoted a series of special investigative reports last July called, "Cyber Espionage: The Chinese Threat".

To read the entire article from the China Daily, link here:

Tmcgregordallas@yahoo.com