

30 Business “No No’s” (1)

1. Do not Destroy the Competition

*Don't walk on the poor just because they're poor, and don't use your position to crush the weak (in the market place), because God will come to their defense; the life you took, he'll take from you and give back to them.*¹ Solomon

Don't walk over the poor just because they are poor.

In the early years of our country the colonies were very poor and having just fought the French and Indian war the need for extra funds was expressed from the mother country of England. Our forefathers did not like the idea of being taxed as you may well know. They felt as though they were being walk on and taken advantage of. The English felt they had the right to tax the colonies because these were cities nurtured under the wings of England. However, our forefathers felt now sense of obligation to pay when being taxed without representation. Since most of the colonist fled from England for religious reasons there was no sense of duty to a country that had cast them out as criminals.

During this time a man named Ben Franklin began using a symbol of a snake in his writings to try to create a more unified group of colonies. He believed a rattle snake was the best image of the colonies. When the revolutionary war broke an anonymous writer who called himself, “The American Guesser” wrote to the Pennsylvania Journal that he had observed some marines of the Navy flying a flag with a rattlesnake on it. He then went on to describe why he guessed that the rattlesnake would be a good symbol for the American colonies against the English.

First, it occurred to him that "the Rattle-Snake is found in no other quarter of the world besides America."

The rattlesnake also has sharp eyes, and "may therefore be esteemed an emblem of vigilance." Furthermore,

"She never begins an attack, nor, when once engaged, ever surrenders: She is therefore an emblem of magnanimity and true courage. ... she never wounds 'till she has generously given notice, even to her enemy, and cautioned him against the danger of treading on her."

Finally, "I confess I was wholly at a loss what to make of the rattles, 'till I went back and counted them and found them just thirteen, exactly the number of the Colonies united in America; and I recollected too that this was the only part of the Snake which increased in numbers. ...

"'Tis curious and amazing to observe how distinct and independent of each other the rattles of this animal are, and yet how firmly they are united together, so as never to be separated but by breaking them to pieces. One of those rattles singly, is incapable of producing sound, but the ringing of thirteen together, is sufficient to alarm the boldest man living."²

The flag that was raised was yellow and had a coiled snake in the middle and on the bottom it read, **“Don’t tread on me.”**

¹ The Message, Proverbs 22:22-23

² <http://www.foundingfathers.info/stories/gadsden.html#franklin/> February 25, 2009; 12:10 PM

England tried to oppress the poor colonies of these United States and they received a supernatural defeat in the Revolutionary War. In business we must make it our duty to treat others justly and with integrity in the marketplace. We should never use our position or influence to harm or take advantage of another. The temptation in today's business culture to make quick money and use people is prevalent. **It is a "no no" to walk over people to achieve success.**

Don't use your position to crush the weak.

*"Power corrupts, and **absolute power** corrupts absolutely."*³

The original language of scripture uses the words "rob and destroy." The idea is that a person in the marketplace with power and influence would use their position to destroy and rob from those that were not as influential. Their actions would not merely put another person out of business but would essentially take their clients and their lively hood away. It would crush them and the competition for their products would be diminished. This in turn creates a situation where one company controls the price of a product.

An example of this is what Amazon is doing to its publishers. I have quoted from an recent bloggingstock article.

*In the last few days, bookselling giant [Amazon.com Inc](http://www.amazon.com) (NASDAQ: [AMZN](http://www.nasdaq.com)) has made a few more enemies in the publishing world by forcing the little-known group of print-on-demand (POD) publishers to either [submit to using](#) its POD subsidiary, Booksurge, or risk being prohibited from selling on its industry-leading website. No matter the cost and complications of breaking off relationships with other vendors, reformatting books and a host of other problems, Amazon laid down the law, saying convert -- and do it quickly -- or face the consequences.*⁴

These kinds of practices are a business "No No". For business to work there must be competition. Competition is good because it secures for the customer the lowest price for a product.

Why should any business care about ensuring competition in the work place? Why should we be concerned with who gets walked on when we are doing business? Every business has a Boss. Our boss, our master is the Lord. Whatever we do is to be done for the Lord. We are to work and do business as though we doing it for our Lord. He is our judge and the defender of those who are poor and weak that we have greater influence over. We exist to honor him in how we do business.

*(CEO) Masters ... You and your servants are both under the same Master in heaven. He makes no distinction between you and them.*⁵

Round table:

How do you balance making a profit with being a good competitor? What services do you offer that larger companies cannot? Have you ever felt like you didn't have any choice in the service that you wanted? What did you do? How prevalent is the "dog eats dog" mentality in business? Why is competition good for the marketplace?

³ http://thinkexist.com/quotes/with/keyword/absolute_power

February 26, 2009; 12:05 PM

⁴ <http://www.bloggingstocks.com/2008/04/02/amazon-bullying-raises-monopoly-and-business-concerns> February 26, 2009; 11:45 AM

⁵ MSG Ephesians 6:9

