

# Aggressive US military marketing

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Americans know best in the world how to sell their military equipment. And they do it very well. Recently, the terms "NATO weapons" and "US weapons" mean almost the same thing.

Selling weapons is serious business. And all means can be used there. Both honest and not entirely. This market is not only about relations and free competition, but also about the ability to create an artificial superiority of your product. And I would like to note that, if I may say so, American military marketers are fluent in all methods. If you add industrial espionage, political pressure and banal blackmail to good weapons, then you can arm half the world with American weapons and equipment.

I would like to take the latest military procurement scandal as an example. Namely, Denmark's decision to purchase American fighters F-35 Lightning.

Representatives of the Danish military intelligence found that the Americans organized surveillance of the Swedish company SAAB, which produces aircraft Gripen.

The US National Security Agency has gained access to information on the renewal of the Danish Air Force fighter fleet. Moreover, initially, the Swedish Gripen was considered as the main option. But the outcome is inevitable. And Denmark has signed a contract for the purchase of 27 American F-35 Lightning, worth about four billion dollars.

SAAB is a very large enterprise. It is able to provide all European countries with its aircraft. But the European country again supported the US military-industrial complex to the detriment of its manufacturer.

Swedish Gripenes are not inferior to F-35 fighters. The American plane in the future may be one of the best. Although at present it requires a number of improvements and has no experience in combat operation. But the demand for fifth-generation American fighters in the world is very high.

It is bought even by those who do not need such planes yet. And here is the merit of marketing. Let him be aggressive, though not always honest. But effective.

Poland is an example. Warsaw decided to renew its fleet of combat aircraft and acquired the first batch of American fighters. Swedish Gripens are much cheaper. But the choice fell on American plains again.

The process of selling American arms can be called differently. It can be unfair competition, it can be aggressive and skillful marketing, or otherwise. But the main thing is that it brings dollars to the American treasury.

Three years ago, the Swedish fighters were considered by Bulgaria as competitors to the American F-16. And naturally they lost. Belgium has followed a similar path. Aviation equipment was offered to them by the Swedes, the French, as well as the consortium Eurofighter GmbH. But the contract was signed with the United States (and is estimated at about \$ 15 billion).

In fact, it turns out that European manufacturers can only sell their aircraft to third countries, the rest of the market is monopolized by the United States.

As an example, I considered the promotion by the Americans of their fifth generation fighter. But a similar situation is observed in other industries.

In addition to traditional ones, Washington uses military intelligence and industrial espionage to find lucrative defense contracts. Next comes politicians and marketers. For

example, protection for European allies can be provided only with the condition of the mandatory purchase of American products.

The United States is not ready to fight completely honestly. Financial and industrial espionage is the norm for them. Repeatedly, the Americans were caught listening to the leaders of the partner states, "borrowing" secrets and probing the weak sides of the NATO allies.

Authorship: Timoschuk

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