

## ***The need and importance of transparency in business***

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### ***Abstract:***

*"If agencies will be considered business partners and suppliers do not, they should to give up un-professional practices" states Chris Ingram the founder of the agency Ingram strategic consultancy in the UK. Volume discounts, trade-discounts, kirkbaks, overrides and other income on average, are only a few of the terms are used when referring to this practice. However, either is described, referring to an extra payment made by the agency for media ownership, payment which is above the standard commission of strategic consulting agency business.*

***Keywords:*** *business transparency, business partners*

***JEL codes::*** *M10*