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**THE EFFECTIVENESS OF THE COMMUNICATION STRATEGIES
ADOPTED TO ERADICATE CORRUPTION IN SARAWAK:
A CASE STUDY OF SOCIETY EDUCATION UNIT,
ANTI-CORRUPTION AGENCY, SARAWAK.**

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
CONFIDENTIALITY STATEMENT	iv
ACKNOWLEDGEMENT	v-vi
TABLE OF CONTENTS	vii-viii
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
LIST OF APPENDICES	xii
CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of the Study	1-3
1.2 Problems Statements	3-4
1.3 Scope of the Study	4-5
1.4 Assumptions	5-6
1.5 Objectives of the Study	7
1.6 Significance of the Study	7-9
1.7 Limitations of Study	10-11



CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Combating corruption and abuse of power effectively does not solely depend upon the enforcement of laws, on the contrary, it requires a more concerted, planned and comprehensive approach inclusive not only the anti-corruption aspects but also those of efficiency, transparency, integrity, and accountability in the government's administration.

Presently there is no universal definition of what is *corruption*; so as it's meaning and types of corruption it varies from country to country. As in the Laws of Malaysia, Section 2 of the Anti-Corruption Act 1997 (Act 575), corruption is interpreted as *gratification*.

Gratification means money, donation, loan, fee, reward, valuable security, property, any office, dignity, employment, contract of employment or services, payment, any valuable consideration of any kind, any discount, commission, rebate, bonus, any forbearance to demand any money, any other service or favor of any description, any offer, any undertakings or promise

CHAPTER TWO

LITERATURE REVIEW

2.1 **Marketing as a Management Philosophy**

Marketing plays a very important role in the future success of businesses. Marketing related activities are not committed to industrial firms, large corporations or people called “marketers”. Nowadays marketing takes on a new significance and not just within the industrial sector. Non-profit organization, which has thought themselves exempts from pressure of market place, are also beginning to recognize the need for marketing in the management of their affairs. They are beginning to give attention to the marketing concepts;- to communicate to the consumers what are the services that they are giving or made available to the market. However marketing is much more than just an isolated business functions. It is a philosophy that guides the entire organization.

Marketing is an exciting fast paced and contemporary field. It influences us daily in our role as provider of goods and services and consumers. Professional people like doctors, lawyers, and accountants use marketing to manage their demand for their service. And they need to know how to advertise and promote their products or services sot hat customer will now aware. Clearly, marketers need broad range of skill in order to sense, serve, satisfy consumer needs.