

*The constituents of organizationally functional case marketings intellectual assets frame are examined with the purpose of determination and co-ordination of sphere of management of these assets and of its functional areas with the proper links of organizational structure and functions by managements.*

*The primary ways and arrangements on raising the effectiveness of operation of the enterprise were examined, which are based on introduction of new technologies, in order to provide manufacturing of competitive productions. It leads to reduce costs of the manufacture,*

*provides rational material resources usage, increases labor productivity as well as profitability of manufacture.*

[1].

[7].

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*The following article is dedicated to important aspects of the advertisements working out process such as choosing a color and choosing a form according to their psychological characteristics. It contains the analysis of the consumer perception of different colors. As a result of research the algorithm of the advertisements working out process is offered.*

90

38%,

40%

22%.

: 100% -

; 90% - ; 85% - ; 60% -

; 47% - ; 42% - ; 22% - ; 17,5% -

; 14,5% - ; 9,5% - ; 7,5% - ; 3,5% -

. [4]