

Questions connected with a choice of most comprehensible for the enterprise level of power supply centralisation/decentralisation are considered. On a choosing of some level, various factors make considerable influence. It is offered for solution of this problem to develop criterions of an estimation of various variants, to estimate factors of influence and to offer a technique of definition of the general estimate indicator.

Marketing of partner relationships devotes its actuality on the industrial market where especial role is allocated to its gamers' communications. The article tells about variants of using Internet's abilities as a communication instrument for the industrial enterprise to build a relations with different target audiences .

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2.	-	-	,
3.	-	-	,
5.	-	-	,
6.	-	-	,
7.	-	-	,

1998. – 66 ; 2. 2005. – 415 ; 3. 2002. – 208 ; 4. 2004. – 299 .

The impact of information on the processes of management of sale of goods is considered. The factors that form the consumers' decision making are analyzed. The elements of marketing management of sale of goods by the retail enterprises are suggested.

[3, .140].

1.

2.

3.

4.

5.

[2, .69-71].