

“ ”: . . . “ ”. – 2009. – 6. – 50-56. 3.

“ ”. – 2008. – 1. – 104–109.

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The question of strategy formation of mutual relation with clients at the machine-building enterprises is considered. It is defined that one of the basic conditions of maintenance of an enterprise effective functioning in the market is the establishment of long-term relations with clients. Connection between effective mutual relation of partners and increase of a share of the enterprise in the market is revealed.

In a lecture the problems of communicativeness of brand are examined with a having a special purpose consumer audience on the example of industrial enterprises. Principles of research of consumer conduct are formulated at making decision about acquisition of commodity. The communicative model of successful brand is developed.