

PR- (.1).

1. (communi- cation output)

2. (intermediate effect)

3. (organizational goal achievements)

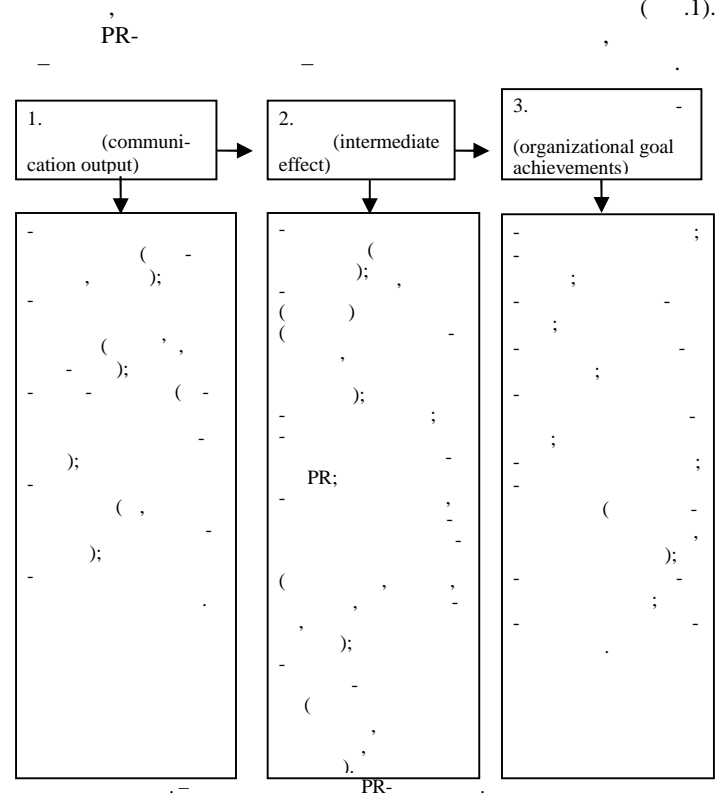
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2009. - 332 . 2.

2004. - 5-6. - . 112-120. 3.

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2002. - . 10-20.



PR-

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The stages of estimation of results of PR-activity are selected and the parameters of estimation of each of stages are resulted. A chart on which it is possible to estimate the results of PR-activity is resulted.

PR- (

PR-

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PR-

3.

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Describe relationships between Ukraine and countries participating in SES and changes in product competitiveness in world markets.