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(706).

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The concept "communications" is considered from the point of view of the various approaches: linguistic, philosophical, social, psychological and economic. The concept "communications" is formulated in view of various treatments of the selected approaches.

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Organizations establish and maintain communication with the public: consumers, competitors, governments, shareholders and creditors, the local population, the international community. The purpose of the activities in the field of public relations is the management the public view of company. Efficient management of public relations can minimize the risk of occurrence of crises and solve problems faced by the organization for long-term.

(IPR) 1948

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[2].

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» [3.]

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The peculiarity of the children's marketing is exposed. Was analyse kinds of purchasing makes of auditory of children's marketing; goods of notion which perspectives for development of children's marketing. Confirm that correct strategy of the pushing and position are increasing the sale of the goods many segments of the market, if you take into consideration the children's thought.

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