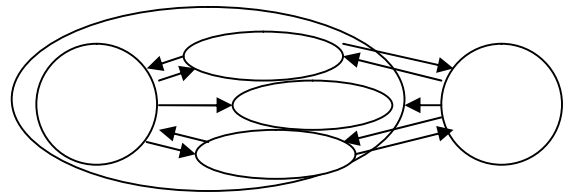


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 ; 10) ; 11)



.1. -

*Every company needs to define the most effective promotion techniques insuring distribution growth and planned income. That is why the company's efforts aiming to promote its products acquire today special meaning within the company global development strategy directed to deal with long-term tasks and goals.*

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*Factors which influence the enterprise at a choice of method of calculation of advertising budget are selected. Existing methods and approaches of definition of advertising budget on enterprise depending on the resulted factors are analysed and selected.*

