

6.

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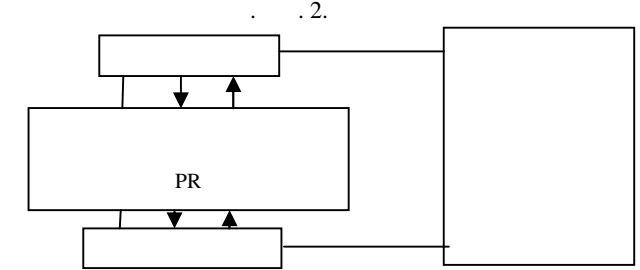
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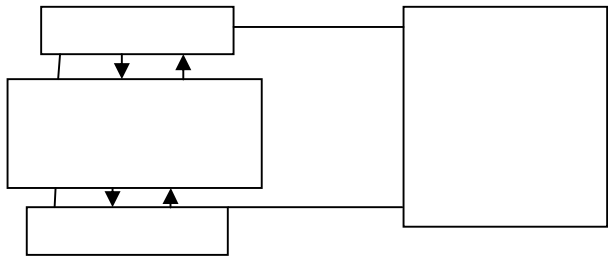
We considered the chain “producer – exchange – consumption” and the imbalance of economic interests of enterprises and consumers: the product acts as the bearer of the communication message; methods of promotion.

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