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, 56 ., 2004.

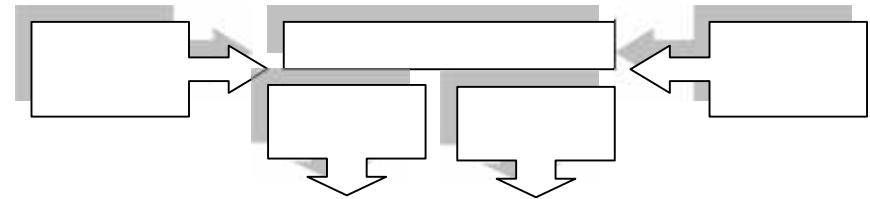
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It is lead the analysis of new essence the market of confectionery production in conditions an economic crisis, it is specified necessity of qualitative changes for activity the distribution companies. The plan of action which will help with crisis conditions to reach stability in activity of these companies is developed. The results received in work have significant practical value that proves to be true positive estimations a management of the distribution company.

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« », 2006. – 240 . 2.

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

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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.

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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.