

6.

: 1. // - 2009. - 3. - .69-71. - .: .205-208.. 2. / . - : „ ”, 2005. - 288 .. 3. : , 2001. - 480 .-( „ ”).

« »

« - - »

« - - : »

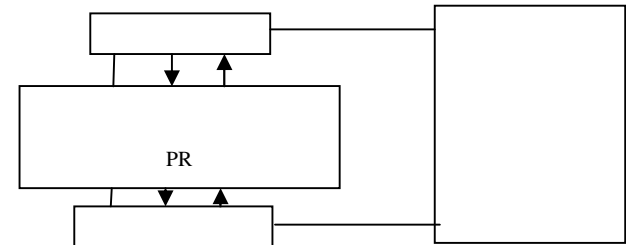
*We considered the chain “producer – exchange – consumption” and the imbalance of economic interests of enterprises and consumers: the product acts as the bearer of the communication message; methods of promotion.*

« - - ».

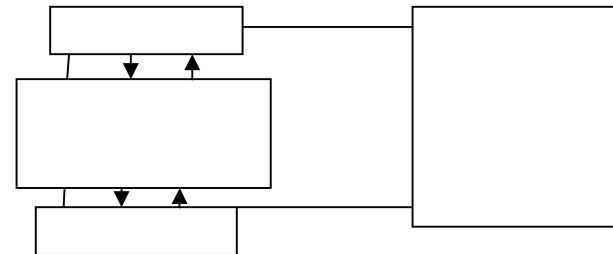
( , , , )

. 1.;

. 2.



. 1 -



. 2 -

: 1.

2.

-262 .

, 2005. - 408 .: „ .6., 1998