

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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, 2005. – 275 , 2. . . PR,

, 1998. – 352 . 3.

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– : , 2007. – 223 . 5. . .

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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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The actual state and perspectives of development of Ukrainian industrial parks is examined. The main problems of functioning of industrial park in our country at the present stage are selected.

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1	“(.)	2001	406
2	“(.)	2000	8792
3	“(.)	2000	2957
4	“(.)	2001	54
5	“(.)	2002	5
6	“(.)	2003	30
7	“(.)	2002	14
8	“(.)	2007	1,5
			12259,5

INSEAD, 2002

2008-2009

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