

PR- ( .1).

1. (communi- cation output)

2. (intermediate effect)

3. (organizational goal achievements)

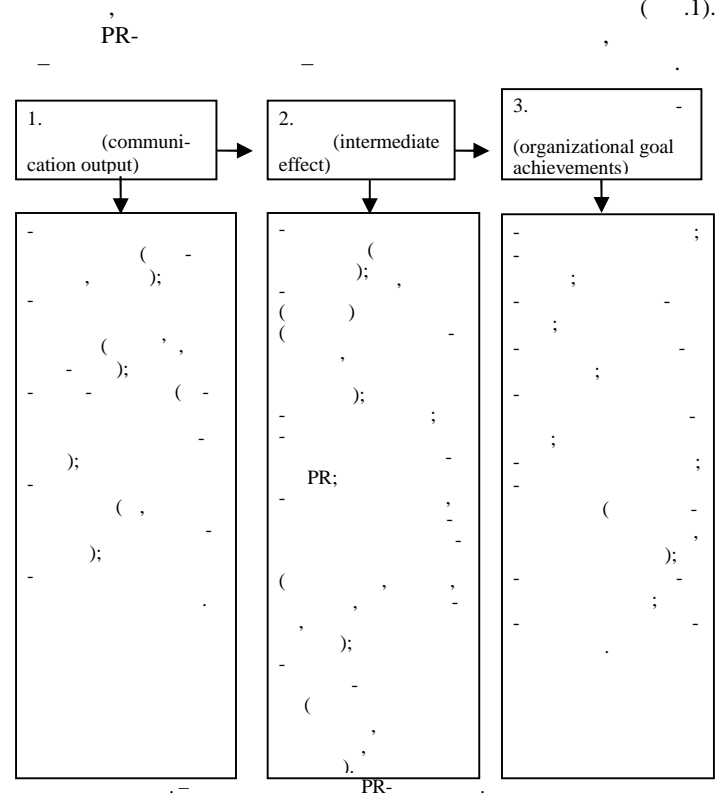
23/2.

2009. - 332 . 2.

2004. - 5-6. - .112-120. 3.

-27

2002. - .10-20.



PR- « »

PR-

PR-

PR-

The stages of estimation of results of PR-activity are selected and the parameters of estimation of each of stages are resulted. A chart on which it is possible to estimate the results of PR-activity is resulted.

PR- (

PR-

PR-

3.

« »

« »

Describe relationships between Ukraine and countries participating in SES and changes in product competitiveness in world markets.

( )

1. " / . : 2004. – 416 .
2. : . : , 2008. – 408 .
3. <http://me.kmu.gov.ua/>

*A concept «intellektualizacii» is considered as characterizing the process of high-quality changes in an economy and in sociume. The features of this process and his connection are selected with information, knowledges and innovative technologies.*

[2].

[2] «...