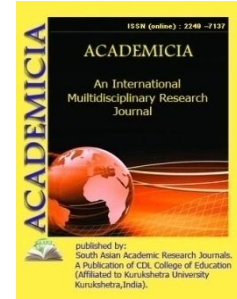




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DEVELOPMENT AND MANAGEMENT OF FORMS OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS

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ABSTRACT

This article analyzes methods of development and management of forms of market communications in modern conditions and their importance. Also describes the modern marketing system and types of marketing communications. Information on all sectors, industries, divisions of the national economy (from the workplace to the ministries) and similar to this enterprise continuous exchange of information between enterprises and organizations; Nomenclature of manufactured goods with the development of plumbing; The technical base of production is modern and enriched with a complex parking system, technological processes intensifies and becomes more complex, the specialization of production expands and so on.

KEYWORDS: *Marketing, Communications, Modern Condition, Integrated Marketing.*

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