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DEVELOPMENT AND IMPLEMENTATION OF MARKETING INNOVATIONS IN MARKET CONDITIONS

Abstract. Purpose – To reveal modern scientific approaches to understanding the essence of marketing innovations and to form actual priorities of their formation and development in business entrepreneurship.

Methodology – The study was conducted using methods of comparison, analogy, analysis and synthesis, abstraction, generalization, systematic approach.

The sources of the research are scientific periodicals, theoretical and analytical articles, works of Kazakh and foreign authors, which consider current and progressive scientific approaches to understanding the essence of marketing innovations, their application.

Originality/value – The authors have considered in detail and disclosed the theoretical foundations and characteristics of the essence of marketing innovations, given their definition, developed a common logic of application in practice in the system of business entrepreneurship, taking into account the leading functions of marketing. For systematic and integrated application of marketing innovations in the practice of industrial and economic activity, a modern classification of them taking into account the world trends of science and practice.

Findings – In order to keep up with the rapidly changing needs of the market and to make maximum use of the opportunities that open up in the external environment, small, medium and large enterprises, businessmen and entrepreneurs, constant systematic and multilevel work is required not only on new products, technologies, but also on the development of complex economic mechanisms of relations between the surrounding world – consumers, partners, competitors. The relevance of this research topic is due to the fact that it is the development and implementation of marketing innovations in market conditions is one of the most important and determining ways to maintain high rates of development and improve the competitiveness of enterprises, firms, companies, brands and brands.

Key words – marketing, innovations, marketing innovations, innovative

marketing, classification of marketing innovations, innovative sales technologies, business entrepreneurship.

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НАРЫҚ ЖАҒДАЙЫНДА МАРКЕТИНГТІК ИННОВАЦИЯЛАРДЫ ӘЗІРЛЕУ ЖӘНЕ ЕНГІЗУ

Аннотация. Зерттеудің мақсаты – маркетингтік инновациялардың мәнін түсінудің заманауи ғылыми тәсілдерін ашу және оларды бизнес-кәсіпкерлікте қалыптастыру мен дамытудың өзекті басымдықтарын анықтау.

Зерттеу әдістемесі – салыстыру, ұқсастық, талдау және синтездеу, абстракциялау, жалпылау, жүйелік әдіс-тәсілдерін қолдана отырып жүргізілді. Зерттеу көздері – ғылыми мерзімді басылымдар, теориялық және аналитикалық мақалалар, қазақстандық және шетелдік авторлардың жұмыстары, ондағы маркетингтік инновациялардың мәнін түсінуге, қолдануға заманауи және прогрессивті ғылыми тәсілдер қарастырылады.

Өзіндік ерекшелігі/құндылығы – авторлар маркетингтік инновациялардың теориялық негіздері мен сипаттамаларын егжей-тегжейлі қарастырды, ашты, оларды анықтады, маркетингтің жетекші функцияларын ескере отырып, іскери кәсіпкерлік жүйесінде практикада қолданудың жалпы логикасын жасады. Өндірістік-шаруашылық қызмет тәжірибесінде маркетингтік инновацияларды жүйелі және кешенді қолдану үшін ғылым мен практиканың әлемдік тенденцияларын ескере отырып, олардың заманауи жіктелуі жасалды.

Зерттеу тақырыбының өзектілігі нарықтық жағдайда маркетингтік инновацияларды әзірлеу және енгізу кәсіпорындардың, фирмалардың, компаниялардың, брендтер мен брендтердің жоғары даму қарқынын ұстап тұрудың және бәсекеге қабілеттілігін арттырудың маңызды және айқындаушы тәсілдерінің бірі болып табылатындығына байланысты.

Түйін сөздер: маркетинг, инновация, маркетингтік инновация, инновациялық маркетинг, маркетингтік инновацияны жіктеу, сатудың инновациялық технологиясы, бизнес-кәсіпкерлік.

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РАЗРАБОТКА И ВНЕДРЕНИЕ МАРКЕТИНГОВЫХ ИННОВАЦИЙ В РЫНОЧНЫХ УСЛОВИЯХ

Аннотация. Цель исследования: раскрыть современные научные подходы к пониманию сущности маркетинговых инноваций, и сформировать актуальные приоритеты их формирования и развития в бизнес-предпринимательстве.

Методология. Исследование было проведено с использованием методов сравнения, аналогии, анализа и синтеза, абстрагирования, обобщения, системного подхода.

Источниками исследования послужили научно-периодические издания, теоретические и аналитические статьи, труды казахстанских и зарубежных авторов, в которых рассматриваются актуальные и прогрессивные научные подходы к пониманию сущности маркетинговых инноваций, области их применения.

Оригинальность/ценность. Авторами подробно рассмотрены и раскрыты теоретические основы и характеристика сущности маркетинговых инноваций, дано их определение, выработана общая логика их применения на практике в системе бизнес-предпринимательства с учетом ведущих функций маркетинга. Для системного и интегрированного применения маркетинговых инноваций в практике производственно-хозяйственной деятельности, разработана современная их классификация с учетом мировых трендов науки и практики.

Выводы. Для того, чтобы успеть за быстроменяющимися потребностями рынка и максимально использовать открывающиеся во внешней среде возможности, малым, средним и крупным предприятиям, бизнесменам и предпринимателям, требуется постоянная системная и многоуровневая работа не только над новыми продуктами, технологиями, но и над выработкой комплексных экономических механизмов взаимоотношения окружающим миром – потребителями, партнерами, конкурентами. Актуальность данной тематики исследования, обуславливается, тем, что именно разработка и внедрение маркетинговых инноваций в рыночных условиях является одним из важнейших и определяющих способов поддержания высоких темпов развития и повышения конкурентоспособности предприятий, фирм, компаний, торговых марок и брендов.

Ключевые слова: маркетинг, инновации, маркетинговые инновации, инновационный маркетинг, классификация маркетинговых инноваций, инновационные технологии продаж, бизнес-предпринимательство.

Introduction. Modern economic systems, production and economic processes in business and entrepreneurship, markets and the needs of society are in constant intensive dynamics, one of the attributes of which is innovation and innovative development.

In the conditions of the development of market relations, innovations and innovative processes gradually cover all aspects of the organization of business entrepreneurship.

In the Republic of Kazakhstan, as in most developed and developing countries of the world, special strategic programs have been developed, adopted and are being implemented for the purpose of innovative development. Meanwhile, it should be noted that their implementation, within several strategic periods, was ineffective and very mediocre. In the complex, the innovative activity of Kazakhstani enterprises, small and medium-sized businesses remains at a consistently low level. In our opinion, from the position of cause-and-effect relationships, low trends in innovative activity are due to the fact that modern enterprises, business entrepreneurs, focus their primary and significant concentration exclusively on product innovations, new production technologies. As the practice of market management shows, the latter is not enough for innovations, innovations, innovative products to be adequately and with high efficiency adapted to the needs of various variable consumer groups.

To increase the intensity and efficiency of innovation, product innovation should be complemented by a wide range of other interconnected types of innovation that can be actively developed in the production system, business entrepreneurship. In this aspect, business leaders, successful businessmen and entrepreneurs, special attention should be focused on improving marketing activities. Under the influence of global competition factors, marketing activities should be gradually transformed into innovative ones, namely, marketing innovations should be designed and implemented in practice.

Research Material and methods. Marketing innovations in theory involve synergy (integration) of two concepts - marketing and innovation. Marketing - a well-known concept in modern science and practice, is a set of processes for creating, promoting and providing a product or service to customers and managing relationships with them for the benefit of an organization (enterprises, firms, companies).

The ultimate strategic goal of marketing activities, based on the study of market trends and the behavior of market participants, is to develop tools for effective interaction between «sellers» and «buyers» as the main subjects of the market mechanism.

Innovation is understood as an innovation used in the system of entrepreneurship and business processes, focused on achieving effect, profit.

Innovations can form and be integrated into all processes of production and economic activity, from investment planning to innovative methods for distributing net income. Intermediate areas for the formation and application of innovations can also be - the processes of formation: fixed capital and working capital; human

resources; effective organizational and management systems; outsourcing processes. An important area for the formation and application of innovations are the processes of market research and the sales process. It is the latter that form the marketing activity (A Guide Center for Accelerating Innovation, 2019. - 64p).

Taking into account the integration of two concepts - “marketing” and “innovation”, it can be stated that marketing innovation is a dynamic process of developing and applying innovations in marketing activities, which ensures its dynamic development and faster achievement of goals and objectives.

Marketing innovations, in our opinion, can be considered as a synonym - innovative marketing. Meanwhile, it should be noted that these terms are not comparable with the term - innovation marketing. Marketing of innovations is focused solely on promoting the innovations themselves on the market. In modern scientific literature, scientific articles, interchangeability and synergetic unity are sometimes traced between these terms.

Marketing innovations mean in the aggregate the implementation of new or significantly improved marketing methods, tools, covering significant changes:

- in the design and packaging of products;
- in the use of new methods of sales and presentation of products (goods, services), their presentation and promotion to the market and sales;
- in the formation of new price strategies.

Result and discussion. In theory and practice, taking into account global competition trends, marketing innovations are aimed and strategically focused on a more complete and comprehensive satisfaction of the needs of open and new sales markets, expanding the composition of consumers of products and services in order to increase sales (<https://ru.wikipedia.org/wiki/Brand>).

Marketing activity is based on its inherent methods (functions). By stating the main methods (functions) of marketing, in our opinion, it is possible to identify the corresponding priorities, and, consequently, the areas of application of marketing innovations. The main areas and priorities of marketing innovations are:

- analytical function of marketing (analytical method);
- production function of marketing (production method);
- sales function (sales method);
- function of management and control (organizational method and method of controlling).

Directly the main attributes of marketing innovations are:

- innovative methods of conducting market (marketing) research;
- innovative production methods;
- innovative technologies of marketing policy;
- innovative technologies for managing marketing activities and controlling marketing processes.

The general logic of the application of marketing innovations and their strategic priorities in business entrepreneurship are presented in accordance with Figure 1.

In modern science and in the process of scientific research, in accordance with the

designated areas of marketing activity, the consideration of marketing innovations is affected by contemporary economists. In scientific periodicals, scientific and educational literature, the following types of marketing innovations are distinguished:

- changes in the design of goods and services;
- changes in packaging;
- implementation of a new marketing strategy;
- application of new techniques for the promotion of goods;
- use of new sales channels;
- new concepts of product presentation;
- use of new pricing strategies.

Innovative marketing, despite its innovative status, in today's market conditions, as well as taking into account the growing competition trends, is gradually becoming one of the concepts of standard classical marketing. It suggests that organizations must constantly improve not only their products, but also methods, forms of product promotion (<https://ru.wikipedia.org/wiki/Innovation>)

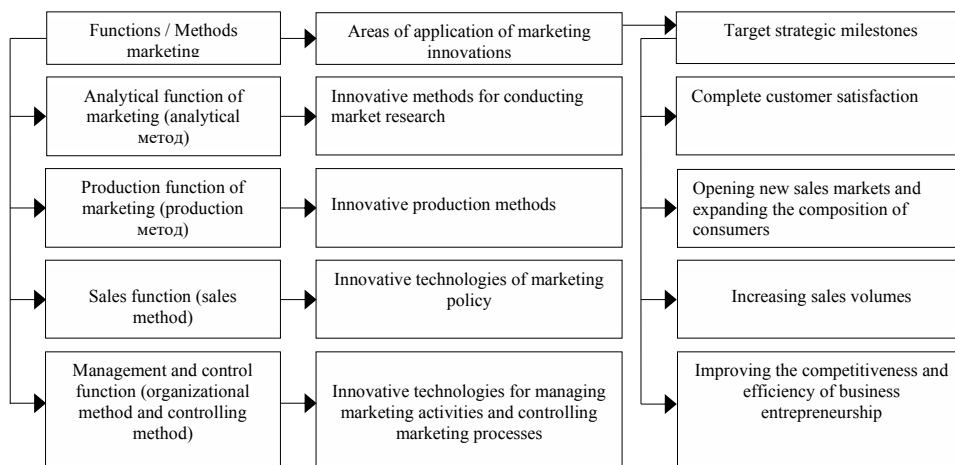


Figure 1 - The general logic of applying marketing innovations and their priorities in business entrepreneurship.

As we believe and support the scientific views of other research scientists, the initial basic fundamental basis for building innovative marketing is its analytical function. This function determines the conduct of in-depth and comprehensive marketing (market) research in the following areas:

- research, analysis and assessment of the needs (needs) of real and potential consumers of products in the areas within which the enterprise (firm, company) operates;
- analysis, evaluation and forecasting of the state and development of the markets in which the enterprise operates or will operate in the medium term, including research into the activities of competitors;
- development of new (innovative) goods and services;

-formation of assortment and nomenclature policy (Electronic resource: <http://www.be5.biz/ekonomika1/r2012/22.69.htm>).

The ultimate benchmark of the analytical function of marketing should be a new mission and vision for entrepreneurship and business processes.

When applying the analytical function of marketing, the task of business entrepreneurs is to develop or select appropriate relevant innovative methods for conducting marketing research.

Marketing research is a particularly important tool for business development, allowing not only to analyze and segment product markets, study the demand for innovative services and products, but also to identify point competitive advantages of a commodity producer, make balanced strategic and tactical management decisions on product positioning by market types and time aspects (Sleptsov D. <https://www.worldinpack.com/design/trendy-upakovki-2018>)

The level of innovativeness of marketing research, in modern market conditions, is largely influenced by the development trends of information, communication, computer IT technologies. In view of the latter, such concepts as have arisen and become very relevant:

- “Internet Marketing”;
- “virtual marketing”;
- “IT-marketing” (Kotler F Peter, 2014. - S. 22).

With the help of “Internet marketing”, modern enterprises, firms and companies can:

- carry out market monitoring at the system level;
- analyze the activities of competitors in dynamics;
- to search for new clients and variable partners;
- Communicate dynamically with the public (Kychkina D.I. CNS Interactive Plus, 2017. - P. 98-102).

With the help of such research, in modern and innovation-oriented enterprises, marketing staff can quickly adjust and change the existing assortment, adjust and change the price range for goods and services, significantly improve the integration processes with potential consumers, providing them with advertising and explanatory information and, receiving feedback from them (Electronic resource: <http://biznec-info.ru/chto-takoe-aytsorsing-marketinga.php>)

Together with the growth of the use of the global network “Internet”, in the last two decades, new approaches to marketing research have been developed and put into practice. These approaches are based on the use of “web methods”. The basis of qualitative and quantitative innovative marketing research of organizations and enterprises are both traditional and new research methods, in particular:

- “web methods” (internet polls, web chats, web conferences);
- »social networks»;
- using smartphones.

Marketing research, based on modern and innovative web-based methods, provides faster, faster access to the target group of respondents, as well as a wider

coverage. In addition to these distinct advantages, Internet surveys can help reduce overall total costs (overhead) compared to traditional marketing approaches to conducting market research.

The Internet transition format is one of the innovations being applied to targeted focus groups. The use of Internet chats and Internet conferencing based on web platforms (web interfaces), allows people in a global aspect, to meet online without any transportation costs and other logistical costs. (Electronic resource: https://official.academic.ru/11537/Marketing_innovations)

In the last 5-7 years, many programs and applications have been developed for web conferencing. As a rule, they contain a set of tools for creating an interactive environment for Internet communication, which includes chats, instant messaging technologies, and video communication via webcams. These tools allow you to conduct a survey of focus groups in an extremely short time and at the lowest cost. With the help of specially designed programs, Internet sessions can be recorded (recorded) for further analysis by specialists (https://ru.wikipedia.org/wiki/Marketing_industrial_marketing).

With the advent of social networks such as Facebook, Twitter, LinkedIn, organizations, businesses, firms and companies can multiplicatively distribute marketing information and provide effective stakeholder feedback, as well as communicate directly with potential consumers in real time.

In world practice, in the context of the globalization of the market space, many successful businessmen, companies use social networks as a source of fundamental input data, and this is becoming an increasingly common phenomenon. Among the various new social media tools, respondents cite Twitter (88%), YouTube or other similar sites (56%) and Facebook (76%) as the most effective in communicating with potential target audiences, as shown in the figure. 2.

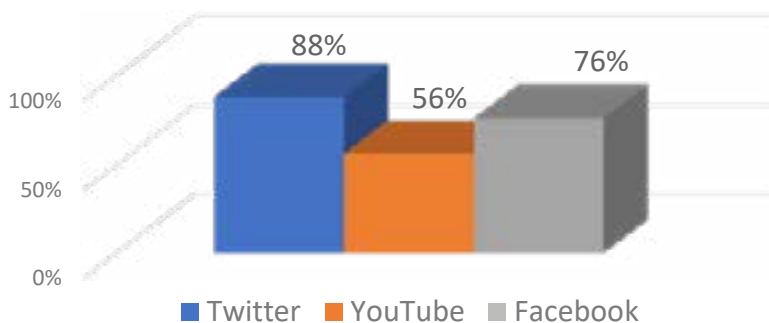


Figure 2 - The level (degree) of the use of social networks in the Internet marketing system

Using monitoring tools and cumulative analytical and research experience, marketers subject data collected through social media tools to content-system analysis.

The innovative market research tools discussed above can be complemented by additional innovative tools, such as new technology using smartphones.

The use of smartphones, tablet computers and other mobile devices with Internet support, as well as their presence among the general population, allows enterprises, firms, companies to make their information recognizable and optimally more accessible to users.

Innovative marketing research using “Internet platforms” has a number of advantages. In particular, in our opinion, the following can be noted:

- low financial costs;
- reduction of marketing research time;
- relatively fast results and study of inaccessible categories of the population;
- potential use of audio-visual materials and multimedia;
- elimination of the influence of interpersonal interaction between the marketer (interviewer) and potential consumers.

Innovative marketing research conducted through smartphones can quickly, efficiently and interactively involve the general public in these researches.

Along with the advantages and disadvantages of marketing research based on “Internet platforms”, it is important to identify the following disadvantages:

- the inability to organize, conduct marketing research without the use of special technical equipment, software;
- a high level of training and professionalism of moderators for interviewing is required;
- tracking the behavior of the general public with the use of tools to stimulate discussion activity;
- marketers, as a rule, are not able to communicate with all respondents, respond to their feedback in a timely manner, and effectively manage the discussion (Electronic resource: <https://finval.ru/about/articles/sovremenny>).

To ensure the innovativeness of marketing research, increase their effectiveness, along with Internet marketing in theory and practice, virtual marketing is becoming widespread.

Virtual marketing, in the system of production and economic processes, is focused on the creation of an automated (virtual) marketing system of an enterprise, that is, a system for continuous monitoring, storage and processing of analytical marketing data.

At a certain stage, the results of marketing research are integrated with production processes, while the search for innovative opportunities for production marketing becomes relevant.

When implementing the production function of marketing, enterprises must continuously search for relevant innovative methods of industrial marketing.

Industrial marketing is a type of activity in the field of material production, which is aimed at meeting the needs of the enterprise, the production and economic process, in materials, raw materials, components, as well as improving the efficiency of production activities and the sale of goods by researching and satisfying the

demand for industrial services and industrial products (Electronic resource: <http://memosales.ru/upravlenie/sovremennye-texniki-prodazh>).

The subject of industrial marketing is the relationship and integration cooperation between market entities that arise on the basis of their business activity:

- technical and economic cooperation;
- relations of purchase and sale of equipment, technologies, resources;
- financial relations;
- business negotiations;
- competitive relations;
- technological connections.

The object of industrial marketing is the industrial market (Electronic resource: https://ru.wikipedia.org/wiki/Online_store).

In modern theory and practice, in our opinion, the main aspects of innovative industrial marketing can be effectively:

- marketing of innovative logistics concepts for organizing production (for example, the use of the JustInTime concept and a systematic search for others);
- marketing of industrial outsourcing (search in the market and use of services of production process operators).

The basic principle of marketing innovative logistics concepts is to search the market for optimal technologies for the formation of inventories and minimize them.

The basic principle of industrial outsourcing marketing is the search and use of external resources to solve internal production problems, if necessary.

Industrial outsourcing marketing allows you to:

- the ability to borrow someone else's experience and knowledge (patents, licenses, know-how). First of all, it is access to those resources that the enterprise itself does not currently possess. Moreover, these resources can be different: qualified personnel, working capital, information, new high-performance technologies;

- free up resources for the development of the enterprise strategy, sales tactics and other internal projects. By outsourcing some of its functions, the company frees up HR resources that can be used to develop the core business, which, in turn, leads to increased productivity. The latter aspects affect both technical staff and management, who can fully concentrate on the main business processes;

- reduce production costs to a high optimal level. One way to cut costs is to outsource some non-core responsibilities to an outsourcing company. This may be repair work, maintenance of buildings, the manufacture of the simplest blanks and other support services;

- variable search for optimization of efficient use of own production capacities. Among other things, industrial outsourcing is used to secure the company's own production capacities in the event of equipment breakdown, as well as a sharp increase in production volumes and speed. It may be especially relevant to attract an outsourcer for seasonal business projects (Rusinovich O. V. Young scientist, 2014. -S. 98-100).

In the field of sales function, the following innovative aspects of marketing can be identified:

- merchandising (the use of statistical methods in the operation of marketing systems; the use of special sensors to track the movement of buyers);
- aroma marketing;
- package design;
- promotions;
- use of discount and accumulative cards;
- self-service systems (consumer trust systems);
- creation of online stores.

In world practice and to a certain extent in Kazakhstan practice, the following technologies have proven themselves most widely and effectively:

- merchandising and discount programs;
- electronic self-service systems;
- bonus cards;
- coupons;
- electronic online stores.

Merchandising is a unique development that allows you to increase sales without significant investment and financial costs. The result is achieved by specially logical systematization, distribution of products by product and price categories within the area of shopping centers.

Along with the methods of introducing merchandising, modern business processes should introduce systems for analyzing and accounting for incoming data, which allow obtaining statistical information about various aspects of the trading system.

Most often, in the merchandising system, the analysis is subjected to:

- the main logistical way for the buyer to move around the store (shopping space);
- the duration of the consumer's stops at specific commodity racks;
- the effectiveness of advertising methods and much more.

In a separate format from other innovative tools, Merchandising, taken separately, works ineffectively. The applied effect of merchandising can be enhanced by such innovative tools as:

- aroma marketing;
- creative advertising promotion;
- non-standard creative packaging design and promotions;
- branding.

When developing packaging design, innovative trends are:

- simplified and minimalistic design;
- use of large fonts;
- focus on nostalgia and memories;
- packaging from waste and recycled materials;
- soft colors in the design.

When creating brands and branding products, goods, services, innovative attributes are:

- emphasis on the formation of the image and image;
- strengthening the reputation of the company, product or service in the eyes of customers, partners, the public.

Scent marketing is widely used for food products (for example, the sale of bakery products). Also, aroma marketing is widely used in the functioning of large supermarkets, hypermarkets.

An equally effective method of increasing sales is the use of discount and accumulative cards, a complex settlement system and small losses of the seller are very quickly compensated by increased demand.

The use of accumulative cards is more typical for European countries, since the existing bonus systems and discounts really work, it is easy for buyers to assess the price level before and after.

An innovative option for using modern technologies in sales can be considered self-service systems that allow you to make purchases with minimal participation of store employees, the whole process from weighing to payment occurs automatically, without the participation of store employees, shopping center.

From a scientific point of view, it should be noted and emphasized that, in the Republic of Kazakhstan, these systems are only being tested and raise more questions than they solve the problems of marketing activities and its activity. However, on the other hand, the provided limit of the store's trust in the buyer allows you to enlist his support for several years. To write off funds from the account after the purchase, various variable modern innovative tools are offered - a plastic card, a mobile phone or chips.

Among all modern innovative sales technologies, it is worth highlighting the dynamic and multifactorial development of "online stores".

"Online store" (from English - "online shop" or "e-shop") - an Internet site within which goods are sold via the global Internet. The "online store" allows users to place a purchase order online, in their browser or through a mobile application, choose the method of payment and delivery of the order, and pay for the order. At the same time, the sale of goods is carried out remotely, and it imposes restrictions on the goods sold. So, in some European countries there is a ban on online sales of certain types of goods (alcoholic beverages, weapons, jewelry, medicines).

Modern businessmen-entrepreneurs strive to develop and put into practice "online stores" not only because they have the lowest operating costs, but also because they offer access to the world market, become available to the global market space.

In the process of developing "Online stores", the following attributes should be taken into account:

- convenience and comfort;
- unique attractive design;
- intuitive and potentially good level of orientation in the main sections and subsections for all types of consumers;
- quick and efficient;
- correct operation of the online store on all types of computers of all brands, mobile devices, Internet browsers.

Certain innovative aspects can be used directly in the management of the marketing activity itself. The leading innovative attributes in this aspect are:

- application of innovative organizational and managerial structures in the work of marketing services (matrix, divisional, horizontal);
- marketing outsourcing.

Marketing outsourcing consists in the transfer of marketing functions to a specialized consulting company, which contributes to their implementation in accordance with the client’s requests.

The growing interest in marketing outsourcing is due to increased competition for spheres of influence and sales markets, as well as the company’s desire to achieve its strategic priorities with maximum efficiency. At the same time, an acute shortage in the labor market of highly qualified specialists - marketers of any level encourages the company to turn to the services of consulting firms.

When determining the areas of marketing work transferred for outsourcing, they proceed from the specifics of the company’s work, its strategic goals and objectives, the degree of staffing of the enterprise staff with qualified specialists in the field of marketing.

Conclusion. The theoretical and methodological studies carried out make it possible to form a general systemic vision of the entire potentially-possible complex of marketing innovations. In general, the modern classification of marketing innovations is presented in accordance with Figure 3.

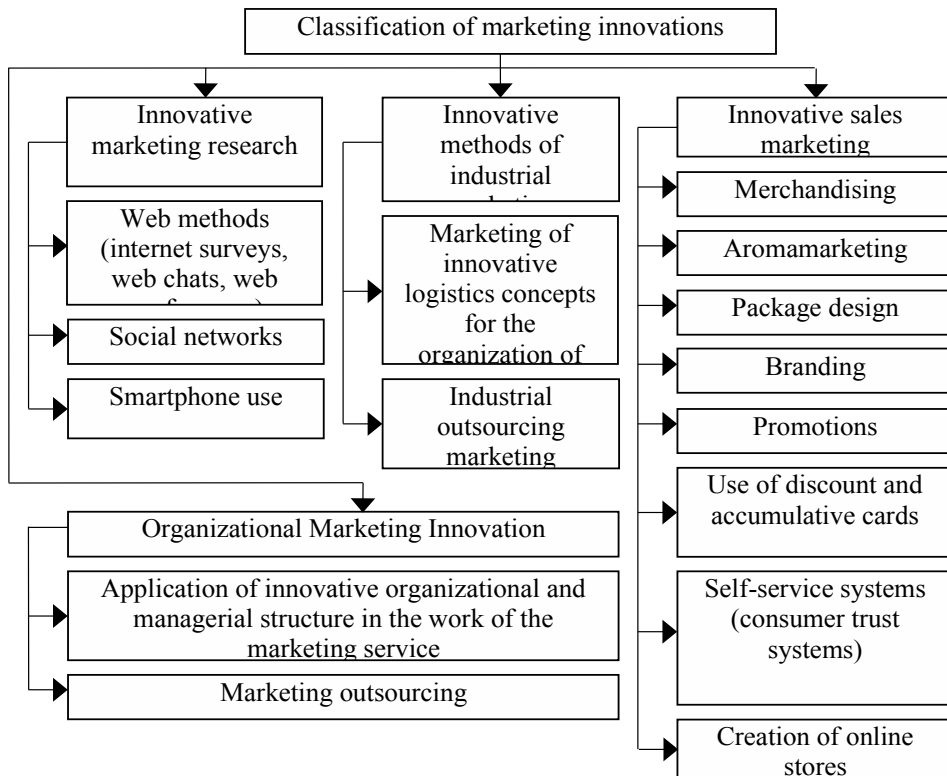


Figure 3 - Classification of marketing innovations

Tasks that are often outsourced to external contractors include:

- analysis of the internal environment of the organization in order to obtain its objective assessment (analysis of the effectiveness of the promotion program or the sales channel management system);
- implementation of one-time (one-time) projects aimed at solving specific problems (for example, researching consumer preferences, the state and dynamics of market demand, competitors' activities);
- implementation of projects that minimize the costs of the organization;
- carrying out activities that the organization is not able to successfully implement on its own due to the lack of professionalism and necessary skills among the staff (PR-actions, advertising campaigns) (Rusinovich O.V. Young scientist, 2014. -S. 98-100).

In conclusion, it is necessary to highlight the importance of marketing for the successful functioning and development of an innovative market, since it is the development and implementation of marketing innovations in market conditions that today is the only way to increase one's competitiveness and maintain high rates of development of organizations and their brands. Marketing innovations are aimed at better satisfying the needs of consumers, opening up new sales markets in order to increase sales volumes, which is the key to the successful development of the organization.

Today's intense competition in most consumer markets of the Republic of Kazakhstan, the growing need and demands of the consumer are forcing manufacturers to look for new approaches to strengthening their competitive position in the market. If earlier the traditional tools of competition were the usual standardized marketing tools, today they are becoming ineffective and require significant innovative reform.

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