

ществует и нематериальное производство. Они различаются их конечными продуктами. Материальное производство характеризуется рядом важнейших черт. Каждая из этих черт близко связана с конкретной экономической проблемой.

1. Проблема возможного негативного изменения общего национального объема производства.

2. Проблема приемлемого уровня цен.

3. Проблема безработицы.

4. Проблема отсутствия равновесия между экспортом и импортом.

Мировые экономические проблемы имеют огромное значение не только в экономической жизни конкретной страны, но и всего мира.

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Стратегия создания товарных марок **Brands Building Strategy**

Successful branding is especially critical for small technology companies targeting tightly defined niche markets.

Despite the visible successes of the technology super-brands, the branding concept has not yet been fully accepted as an important part of conducting business in many small technology firms.

Starting the Branding Process.

Basically, the idea is to find one or two key messages that most affect the target buyer's purchase decision and consistently and creatively repeat those messages in all communications.

Market Information and Research Inventory.

Ideally, primary and secondary research studies provide that much-needed market information. However, small technology firms often struggle with budgetary constraints or limited experience outside of traditional product development research.

Brand Identity.

Brand identity has four individual components – brand positioning, brand name, brand associations, and brand celebrity – each being of equal importance in generating the promise of quality in the hearts and minds of current and prospective customers.

A positioning statement tells in one sentence what business the company is in, what benefits it provides and why it is better than the competition.

Starting with the right name (and logo) is the cornerstone of brand building. A good name to identify a company or distinguish its products from others must be unique and original, yet capable of carrying a favourable message to motivate the customer to have dealings with that company.

Brand associations.

These are the attributes that customers think of when they hear of see the brand name.

Brand celebrity.

Celebrity – sometimes referred to as brand character – adds emotion, culture and myth to the brand identity.

Building brand equity.

Brand equity is the added value provided by the brand name. It is also the financial advantage of a well-known brand versus one that is not as well known.

For the small niche player, branding is not an option. It's a necessity.

В данном докладе рассматривается процесс создания товарных марок (брендов). Указывается на необходимость использования брендов малыми технологичными компаниями. Это дает возможность получить определенный приоритет в конкурентной борьбе, максимизировать прибыль, вызвать необходимые устойчивые ассоциации у потребителя, решить проблему запоминаемости товара и производителя.

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Экономическая интеграция **Economic Integration**

The most important peculiarity of the development of world economy of the last decade is its globalization that manifests itself in the global integration of national economics based on the enlargement of international trade exchange, internationalization of financial market, exchange of technologies and information. Being aware of the importance of these processes I decided to focus my attention on this topic.

Nowadays the world does business between giant trade blocs, large international economies acting more and more like nations. We are approaching a true world economy, but are not there yet. After World

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