Did you not recently think about buying a new mobile phone / computer / car / clothes because your old one unexpectedly died or just because of this very cool new feature that you oh so badly need?

Producers deliberately change the style of their products to make consumers feel 'old-fashioned'. So they go for a new purchase without hesitation. In this case we deal with aesthetic obsolescence.

The most vivid example of it is the strategy of Apple inc. Twice a year the company presents new modified devices focusing on their products style. Millions of consumers are ready to buy a new device immediately only because it is NEW, no matter what characteristics it has and how much time has passed since they bought the previous model. So for some people it's very hard to see that their friends have more 'advanced version' whereas they have an old one. And unfortunately we all are involved in such processes.

But what is the main disadvantage of the planned obsolescence?

Everything would be perfect but, obviously, to produce more you need more resources. And resources are limited. Nowadays, it's a common tendency to ignore the resource exhaustibility while using the technology of the planned obsolescence. To recycle and produce renewed goods you also need more energy and more materials. What is more, obsolete products are dumped which leads to increasing of the environmental pollution. The recipients of such types of products usually become the Third World countries which don't even complain about unfavorable ecological conditions. And doubtless, this method is very convenient for developed countries.

The problem of the planned obsolescence is known to exist. And since we have the human mind, often capable of doing great things, it probably won't be superfluous, once again, to turn to him for help.

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THE ALIBABA PHENOMENON

On its way to becoming the world's biggest economy, China is passing another landmark. Its e-commerce market is overtaking America's. And one giant firm dominates the market: Alibaba, by some measures already the world's largest e-commerce company. Moreover, this Chinese Web behemoth is set for the biggest IPO in U.S. history – and could transform the landscape of online retail as we know it.

Unless you're in the supply chain business, few are likely to have heard of it before. Think of it as a company that is a combination of eBay and Amazon. Alibaba's

story so far has been one of canny innovation and a clear focus on how to win competitive advantage in China. In the year of 1999, the company's first business was alibaba.com set up by the company's founder Jack Ma and 17 colleagues who started a site meant to help small local companies sell their products online. With its multiple marketplaces and business models, and its nearby appetite for investing in seemingly unrelated businesses, Alibaba can be a challenging company to understand. Unlike Amazon and Ebay, which created single online hubs and then opened regional versions around the world, Ma and his colleagues have succeeded by creating several different sites, each tailored for a different style of transaction – and each with the potential for massive global reach. That's why its next invention, Taobao, a consumer-to-consumer portal not unlike eBay, features nearly a billion products and is one of the 20 most-visited websites globally. Tmall, a newish business-to-consumer portal that is a bit like Amazon, helps global brands such as Disney and Levi's reach China's middle classes. Alibaba's reach does not end there, it also runs the online payment system alipay.com, which operates like Paypal and links all of these properties. This would simply mean that it's almost easier to list what Alibaba group doesn't do. The website helps to connect exporters in China (and other countries) with companies in over 190 countries around the world. As the company simply connects customers and businesses charging only a small commission, it does not need huge amounts of infrastructure to make the system work. It also offers online marketing, cloud computing and a logistics operation. Finally, and possibly most significantly, it has plans to enter the banking industry.

Nowadays, Alibaba accounts for 80% of all online retail sales in China. Unlike eBay, it does not charge listing fees. Instead it makes most of its revenue from advertising on its various sites, which are considered to be very appealing. Alibaba could grow even faster. By 2020 China's e-commerce market is forecast to be bigger than the existing markets in America, Britain, Japan, Germany and France combined.

However, there are some big challenges for Alibaba as it seeks growth outside China. The most obvious one is that not only are most shoppers unfamiliar with Alibaba's brand but they already have deep relationships with retail sites in their home countries. It ties into the second risk – that foreign governments will clamp down on Alibaba. It would be sad if Alibaba, which seems to have far fewer to the Chinese state, was tarred with the same brush. But the greatest threat to the company's future will be at home, since the politics of China pose a particular risk.

It goes without saying that Alibaba has the potential to become the world's most valuable company. Its impressive IPO, the biggest ever in the US stock market history, can be viewed as a union connecting Chinese society and the rest of the world. Furthermore, Alibaba has created a success model that has injected confidence and hope for many Chinese entrepreneurs. But the most precious treasure discovered by Alibaba is the possibility to create a better China. Such success is a tell-tale sign that 'Made in

China' no longer continues to be viewed as low quality. Instead, it becomes increasingly synonymous with producing the best in the world.

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CIVIL-MILITARY PRODUCT PROMOTION MODELS IN THE CONTEXT OF COMMERCIALIZATION PROCESS

Nowadays, the rate of technological diffusion is crucial. Periods of innovation's obsolescence and its replacement become shorter because of the strong influence of the competitive environment which permanently presents new technical, technological, organizational solutions. The boundaries between the spheres of production go blurred: technologies and materials that were previously used only in military, aerospace and aviation are now widely used in the production of civilian products. The commercialization procedure of military developments has changed so it made possible to offset the costs more effectively and obtain higher profits without orientation only on defense contracts.

We devoted five basic models which are used in the commercialization of military developments depending on their original purpose:

1. commercialization model with a focus exclusively on national defense consumption; it is applicable to an experimental and serial samples of armaments and transport, equipment and instrument systems which are not intended to export abroad or distribution in the civil market. Such samples can not be demilitarized, they are originally designed only for military applications and they could be used only by national defense forces (for example, strategic weapons, missile systems, locating stations, etc.).

2. commercialization model with a focus exclusively on military consumption (including arms exports); unlike the previous model this one takes into account the requirements of the customers in designing and manufacturing process. As an example, the joint development of Russia and Jordan - multifunctional grenade launcher RPG-32 'Hashim', designed by the Russian JSC SPA 'Bazalt'. New weapon system took into account an experience of tank battles in the desert conditions as well as the experience of designing anti-tank weapons against modern armor types.

3. commercialization model including the adaptation of existing military developments (serial or prototypes) for civilian consumption; the purpose of this model is to adjust early military products (new or obsolete) to the needs of citizens in