

connection with the demand for it, for example, the production of less-lethal traumatic weapons from old army or police samples, selling hunting carbines based on demilitarized magazine rifles which are in conservation.

4. commercialization model which implies the designing of targeted civilian products originally created for the commercial realization on the local or international market. As an example, the production of hunting shotguns and carbines, accessories and components for a specific order based on anatomical features of the shooter.

5. commercialization model which implies designing samples at the same time meeting the requirements of both military and civilian users. Usually this model is applied in the case of concurrency of the functions and specifications of civil and military samples. These are such products like the optical and collimator sights, precision small arms, navigation equipment and other kinds of accessories.

In compliance with the selected commercialization model company specialists state the technical specifications, the order of testing products, marketing strategy of specific models and model series.

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GREENMAILING

Greenmailing or corporate blackmailing is a complex of corporate actions undertaken by a minority shareholder (the company member whose ownership interest doesn't allow him to exert outright control over the company) in order to force the company or its majority shareholders to buy the shares belonging to such minority shareholder at a substantial premium. In other words, greenmailing is a type of white-collar extortion.

Unlike the ordinary extortion, greenmailing is extremely hard to prosecute. The problem is well known in the western countries; extremely high tax rates on such 'gray' income are the countermeasures adopted to thwart greenmailing there.

A greenmailer's strategy is rather predictable. First he purchases a minority stake of the company and then, following his plan, starts to fight with the company until he is offered to sell his shares at a premium.

The usual tactics pursued by as mall-scale greenmailer comprise consistent demands to conduct extraordinary general meetings of shareholders, complaints to different authorities to make them conduct the audits of the company, its officials and eth major shareholders, groundless appeals of the decisions and actions of the company management.

Greenmailer exercises his rights against company for no particular reason, meticulously collects the committed violations and uses all the blunders of the company in his benefit. Non-provision of the copies of the company documents in due time are the basis to appeal to the regional division of security market agency, and the complaint may be the basis for fining the company.

A special way of putting the pressure on the company management is filing suits against the members of the Board of directors and people who exercise authorities of executive bodies. To use this very popular instrument it's enough to have only 1% of the shares or to be a member of the company. As practice shows, on the one hand, such suits have a great psychological effect on the company management; on the other hand, such a suit filed within proper jurisdiction can do great things. As any other suit it may be secured, for instance, by sequestration of the shares owned by the Director General and the members of the Board of directors. It all depends on the greenmailer's real intentions, his imagination and opportunities. If we judge the situation in a formal manner, greenmailer is nothing to blame for. The problem is that these suits are derivative suits designed to protect the company's interests. The activist shareholder is just preoccupied by the state of affairs at the company.

Consequently, nowadays greenmailing is an unscrupulous but highly lucrative business, that's why its popularity will only rise in the future. There are all the necessary presuppositions for it.

A large-scale greenmailer is much more dangerous than his small-scale fellow. The reason is that he acts on another scale, and as a rule has more money and opportunities. A large-scale greenmailer can really cause serious problems to the company, especially if the company doesn't know how to fight him. In the present-day practice serious and well-planned greenmailing can often lead to full takeover of the company. On the other hand, an unsuccessful attempt of hostile takeover of a company has all the chances of becoming a large-scale greenmail campaign. The predator, having suffered a defeat, will surely want to get back the money spent on an unsuccessful project. In this regard it's quite convenient for him to resort to greenmail in order to get the ransom that will cover all his expenses for the unsuccessful raid. A large-scale greenmailer practically always gets the buy-out money. He gets it even in cases when there is definitely not a single reason to pay him. In this way a large-scale green mailer always wins: he will benefit from his actions in all the cases. That's the paradox: he will either take over the target company and will profit from reselling it or will benefit from reselling the shares that he acquired from natural persons or legal entities for an incommensurably lesser price.

The greenmailer's opportunities are restricted by three external circumstances and one internal condition:

1. The number of the shares that he owned.
2. The budget of the greenmail company.

3. The administrative and legal resources of the greenmailer.
4. Creative thinking of his employees.

In conclusion it should be noted that greenmailing, in spite of its real objectives, also has a positive effect. After a greenmailer's raid the managers, as a rule, do not resume their financial malpractice for a long time. There is also an opinion that greenmailing in certain sense boosts natural selection. Greenmailers make the company management more organized in their work, force it to take measures for asset stripping prevention, and to strictly follow the procedural regulations of corporate management.

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SOCIAL MEDIA MARKETING

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing & advertising.

Social networking sites act as word of mouth. Social networking sites and blogs allow followers to 'retweet' or 'repost' comments made by others about a product being promoted. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product, company.

Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of loyalty into followers and