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## ACTUAL PROBLEMS OF INTERNATIONAL MARKETING. ECONOMY OF IMPRESSIONS

Have you ever wondered why we buy goods in shopping centers with greater joy than on the Internet? Why do we drink coffee not at home in the kitchen from our favorite cup, but with immense pleasure we go to some new cafe with a heaped modern design or, what's better, stylized to our favorite TV series? Or why we collect stickers for purchases in supermarkets with such pleasure, and then exchange them for something fascinating, sometimes useless? Why do we frantically scour the shelves to find the very same MY bottle of cola, where the big white letters say the phrase, which is sweetest for our ears – our name?

We think that not many people have focused their attention on these issues, it has never been necessary: after all, we like to do such pleasant things for us, but not quite pleasant for our wallet but despite that they please us. However, the answers to the above strange, at first glance, questions give a new direction in marketing – the economy of impressions. This «loud» phrase means the management of people based on their own interests, their memories, and their desire to be noticed and stand out among the gray masses of their friends and acquaintances.

This trend, such as many other innovations in marketing, originated in North America. And gradually, but confidently it is coming in our Belarusian market.

So let us find out what exactly is the experience economy? What is the reality of this new market? In our everyday life there are such concepts as memories, feelings, emotions, perception, experience, and etc. All this is an integral part of the economy of impressions. A good example of the action of economics of impressions is described in an article by Julia August. It demonstrates 4 levels of perception of value:

1. Raw materials – the minimum cost of a cup of coffee (tea) from grains (leaves) collected and packaged by the manufacturer;
2. The product – the cost of coffee, assembled and decorated in branded packages;
3. The service, namely the coffee itself in a plastic cup from the machine;
4. Impressions that the consumer receives for a cup of coffee, which he/she drinks in a restaurant in a cozy atmosphere and with qualitative service [3].

Then the question arises: what are the benefits to the visitor, if he/she pays for a cup of coffee in a cafe more than he/she can make this fragrant drink at home by himself/herself, and it'll be much cheaper. As it has been previously mentioned, impressions play a crucial role in this type of economy. The buyer ceases to rationally think and make decisions, being guided at the same time by the emotional factor and automatically becoming a participant in the economy of impressions.

As Jack Welch said, who was recognized as the most effective CEO in the world: "The company cannot guarantee its employees employment. This can only be done by satisfied customers." [2] This is true, because if the buyer does not have any memories of the brand, the brand won't exist. After all, the main purpose of buying is the impression itself.

Belarusian businessmen adopt Western methods of business improvement. And the economy of impressions is one of the main current methods of increasing sales. According to statistics, people in our country have been more likely to drink coffee outside the home recently. And it already means a lot – a start has been made. But still there is such a deterrent, as the purchasing power and, as a consequence, the decline in demand. At the moment, our market is only "preparing" for the invasion of the economy of impressions to the full extent, but we can safely assume that if this actively works in other countries, our entrepreneurs will be able to present professionally this "find" of the marketing in our market.

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## MODERN ART AS AN INNOVATIVE TEAM BUILDING TECHNIQUE

In international economy there is a tendency of strengthening the value of human capital as the main asset of an enterprise and the key factor of rival ability on the world market.