

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

War II the West Europeans began the trade block revolution. Nations of bitter warfare have integrated their economies ever more closely together. With the 1957 Treaty of Rome as a landmark, the nations of the growing European Community (EC) have removed all the usual taxes on trade among themselves. In 1986 they passed the Single European Act, pledging to become virtually a single economic nation by 1992. It called for a formation of a fully unified market. The 1992 unification involved removing all sorts of trade barriers:

1. The common market meant an end to product "quality" codes that were thinly disguised devices for protecting higher-cost domestic producers. Examples include German beer-purity regulations, Italian pasta protection laws, Belgian chocolate restrictions, and Greek ice cream specifications. A controversial new quality code supposed to regulate the entertainment industry uniformly after 1992. The EC planned to put a quota on TV and film imports from the United States and other outside suppliers. EC viewers faced a world with tighter restrictions on such programs as "Tom and Jerry", "Santa Barbara". They thought Europe reaped cultural gains if such programming were replaced with test patterns. The plan, however, was to replace them with EC imitations.

2. Capital was free to flow anywhere in the 12 countries.

3. Workers from any of the 12 countries can practice their trades and professions anywhere.

Such a miscellany of measures was very effective. Further development of EC brought much benefit to Western Europe. Apart from EC we will take a closer look at some other free-trade areas. The analytical work on this topic attempts to determine what kinds of blocs look strongest and what attributes they are needed to possess.

В настоящее время в мировом бизнесе сделки заключаются между гигантскими торговыми блоками. Мы вступаем в эру мировой экономики. После II-й мировой войны западно-европейские страны положили начало образованию торговых блоков. С подписанием Римского договора в 1957 г. страны Европейского союза отменили все торговые пошлины между собой. В 1986 г. был издан Общевропейский акт, согласно которому к 1992 г. они становились единым экономическим народом. Он предполагал образование общего рынка, который в свою очередь устранял все барьеры в торговле. Дальнейшее развитие Европейского союза способствовало улучшению экономического положения в западно-европейских странах. Анализ деятельности Европейского союза и других торговых блоков помогает определить наиболее влиятельные экономические объединения и их сильные стороны.

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