

Thus, the main principle of digital marketing is not so much associated with the use of online communications for contact with a client, but with the method of weaving the context of a person's behavior into individual interaction with him. The data obtained by the company and the choice of a favorable time for interaction with the consumer increases the likelihood of the desired response from his side and, accordingly, the purchase made by him in the result. The emergence and development of digital marketing is directly related to the desire of a business to reach its target audience. And not just make contact, but also make it effective. In this sense, the digital type of promotion is no different from the traditional marketing approach. It's just that a new technology for interacting with consumers replaces an outdated one that is no longer able to give business the expected result.

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IMPACT OF THE OLYMPIC GAMES ON COUNTRY'S ECONOMY

A growing number of economists argue that the benefits of hosting the games are at best exaggerated and at worst nonexistent, leaving many host countries with large debts and maintenance liabilities.

Every Olympics since 1960 has run over budget, at an average of 172 percent in inflation-adjusted terms, according to the analysis by researchers at Oxford University.

The main expenditures of hosting country during the Olympic Games are:

1. Infrastructure and its support. Building of temporary venues, national stadium, the construction of the Olympic Village, the media village, new roads, railways, etc. Altogether, these infrastructure costs range from \$5 billion to over \$50 billion.

2. Assistance participants of the Olympic Games. The transportation, communication and hospitality investments. The host country must pay for 11,000

athletes, their coaches and instructors who will live in the Olympic Village built for them. It costs about \$10 billion.

3. Expenses on temporary staff. For example, wages of additional staff who is working during the Olympic Games.

4. The opening and closing ceremony.

As a rule, income from the games often covers only a portion of expenses. For example, London brought in \$5.2 billion and spent \$18 billion on the 2012 Summer Olympics. Vancouver, Canada, brought in \$2.8 billion after spending \$7.6 billion on the Winter Games in 2010.

But not everything is measured in terms of money. Despite these expenditures the Olympic Games bring such positive results as:

1. The Olympic Games are a springboard for the development of both cities and entire countries. For example, Rio de Janeiro constructed 15,000 new hotel rooms to accommodate tourists. Sochi, Russia, invested approximately \$44.3 billion in constructing non-sports infrastructure for the 2014 Olympics. Beijing spent over \$22.5 billion constructing roads, airports, subways, and rail lines, as well as almost \$11.25 billion on environmental cleanup.

2. Cities hosting the Olympics gain temporary jobs due to infrastructure improvements that continue benefiting the cities into the future.

3. Thousands of sponsors, media, athletes, and spectators typically visit a host city for six months before and six months after the Olympics, which brings in additional revenue.

4. Positive macroeconomic effects, such as increased investment, increased consumption and production, employment growth, increased likelihood of subsequent structural changes in the economy, expansion of international trade.

5. The countries where the Olympics are held, on average, increase imports and exports by more than 20%. If a country submits an application to host the Olympics, it is perceived by trading partners as a signal of readiness to expand international economic ties.

6. Investments, consumption and production in the countries that are entering the status of future hosts of the Olympics are significantly increasing for another 2-5 years before the event. Therefore, the main acceleration of GDP is observed not after the Olympics and not during its holding, but several years before its opening.

On the downside of Hosting the Olympics we can mention:

1. The boost in job creation for cities hosting the Olympics is not always as beneficial as initially perceived. Most jobs went to workers who were already employed, which did not help the number of unemployed workers.

2. Many of the profits realized by construction companies, hotels, and restaurants go to international companies rather than to the host city's economy.

3. Income from the games often covers only a portion of expenses.

4. It is difficult to ascertain exactly which benefits come from hosting the Olympics.

5. Many of the arenas constructed for the Olympics remain expensive due to their size or specific nature.

After analyzing positive and negative factors we can make a conclusion of the impact of the Olympic Games on the country's economy.

Firstly, hosting the Olympics tends to result in severe economic deficiencies for cities. Unless a city already has the existing infrastructure to support the excess crowds pouring in, not hosting the Olympics may be the best option.

Secondly, an Olympic project is effective if it pursues not only a short-term goal to hold international competitions beautifully. As the experience of Barcelona, Tokyo, and Seoul has shown, the best investment of funds allocated for the Olympics is not the construction of image mega-facilities, but the improvement of the overall infrastructure of the city hosting the Olympians and investments in its improvement. The Olympiad lasts only three weeks, but if it leaves the infrastructure actively used later, the investments made then serve for decades.

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LEADERSHIP IN THE COMPANY STRATEGY

Leadership is a process in which a person influences the behavior and attitudes of others. Leading by example helps other people see what lies ahead and act quickly to meet any obstacles along the way. If a group is led by a person with poor leadership qualities, the group will face frequent conflicts as each person wants to do things differently.