

Разработаны конкретные предложения по повышению эффективности маркетинговых коммуникационных программ с учетом особенностей восприятия информации различными субъектами рынка. Эффективность маркетинговой коммуникации предлагается повысить за счет построения сообщений с учетом понятий ритмики ближнего и дальнего плана, «золотого сечения» и согласованных с сезонным и суточным изменением ритма параметров субъектов рынка. Обозначен новый общий тренд в борьбе за потребителя – перевод усилий в некую виртуальную сферу, определенную психологией покупателя. Вводится понятие «эмоциональный сенсорный канал» в рамках предложенной единой интеллектуально-эмоциональной размерности индивида. Предлагается использовать эксклюзивные интерактивные сайты, ориентирующие свои предложения на оперативно диагностируемые потребности и характеристики каждого конкретного клиента. Разработана модель системы товародвижения, базирующаяся на парадигме электротоники. Установлено, что при управлении инновационным процессом в маркетинге необходим учет процесса диффузии идей одной предметной области в представлениях другой предметной области, эффект синергизма, а также эффект резонанса интересов участников процесса.



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Ильин Николай Петрович, профессор, доктор экономических наук, профессор кафедры маркетинга СПбГАУ. Научные интересы: синергизм и резонансные процессы в экономике, искусственный интеллект.

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Table of Contents X41d X430 X43a X43d Russian Ebook

1. Understanding the eBook X41d X430 X43a X43d Russian Ebook
 - The Rise of Digital Reading X41d X430 X43a X43d Russian Ebook
 - Advantages of eBooks Over Traditional Books
2. Identifying X41d X430 X43a X43d Russian Ebook
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an X41d X430 X43a X43d Russian Ebook
 - User-Friendly Interface
4. Exploring eBook Recommendations from X41d X430 X43a X43d Russian Ebook
 - Personalized Recommendations

- X41d X430 X43a X43d Russian Ebook User Reviews and Ratings
- X41d X430 X43a X43d Russian Ebook and Bestseller Lists
- 5. Accessing X41d X430 X43a X43d Russian Ebook Free and Paid eBooks
 - X41d X430 X43a X43d Russian Ebook Public Domain eBooks
 - X41d X430 X43a X43d Russian Ebook eBook Subscription Services
 - X41d X430 X43a X43d Russian Ebook Budget-Friendly Options
- 6. Navigating X41d X430 X43a X43d Russian Ebook eBook Formats
 - ePub, PDF, MOBI, and More
 - X41d X430 X43a X43d Russian Ebook Compatibility with Devices
 - X41d X430 X43a X43d Russian Ebook Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of X41d X430 X43a X43d Russian Ebook
 - Highlighting and Note-Taking X41d X430 X43a X43d Russian Ebook
 - Interactive Elements X41d X430 X43a X43d Russian Ebook
- 8. Staying Engaged with X41d X430 X43a X43d Russian Ebook
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers X41d X430 X43a X43d Russian Ebook
- 9. Balancing eBooks and Physical Books X41d X430 X43a X43d Russian Ebook
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection X41d X430 X43a X43d Russian Ebook
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine X41d X430 X43a X43d Russian Ebook
 - Setting Reading Goals X41d X430 X43a X43d Russian Ebook
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of X41d X430 X43a X43d Russian Ebook
 - Fact-Checking eBook Content of X41d X430 X43a X43d Russian Ebook

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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