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The article explores the issue of marketing communications features of interaction online, found the main benefits of the Internet as a medium of marketing communications, made a comparative analysis and proposed a classification of web-resources, as an indispensable medium of communication on the Internet.

Keywords: marketing communications, Internet, Internet marketing, electronic resources.

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« » .

We consider the question of a joint venture for investment and innovation in the enterprise. The analysis of the existing problems at GK KMP "FED." Provides the benefits of innovation in the said company.

Keywords: innovation, investment, joint venture.

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