

In modern terms a market develops very swiftly and dynamically. In such position to be competitive and as, it is talked, to be abreast with sometimes an enterprise needs constantly to develop. That the prokhoditi restructuring of organization must. As internal aspects of this process interests of different participants and interested persons are examined.

**Keywords:** restructuring, organizational culture, corporate management, level of analysis of organization, models of organizational changes.

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The article describes the main provisions of methods of promotion of a new product on the market. Proposed for enterprise GP « » one of these methods.

**Keywords:** market, methods of personal sales, product life cycle, product promotion, advertising, communication, strategy, competitiveness.

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