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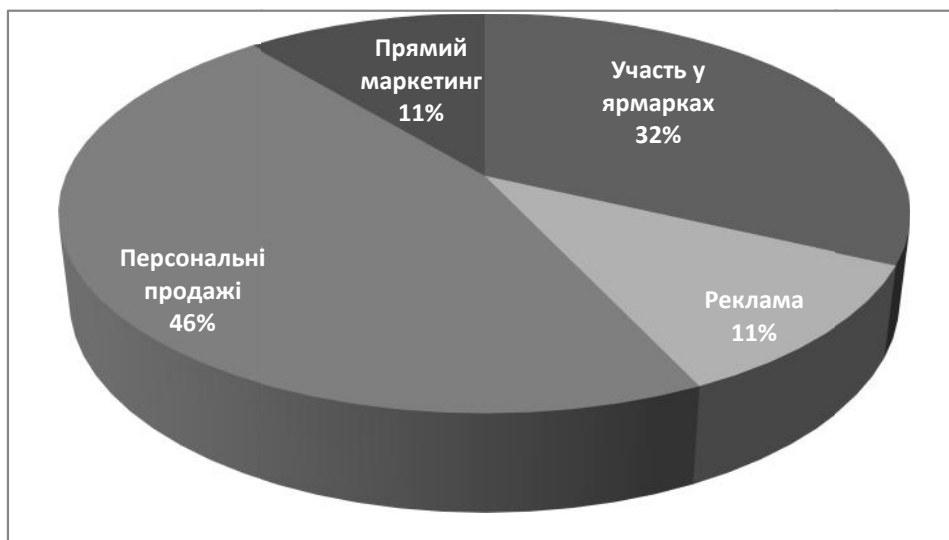
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The article describes the ultrasound equipment promotion methods which were acquired as a result of learning strategy firm «Radmir.» There is a conclusion was made about the dynamics of exports under the influence of the implementation of these methods of promotion.

**Keywords:** ultrasound equipment set promotion, marketing, industry dealer, industrial enterprise.