

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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