

affordable prices. Belarusian cosmetics manufacturers successfully compete on the world market. However, for the more distant development of the cosmetic industry to be sustainable and effective, it is necessary to continue working on improving production technologies, upgrading the skills of human resources and expanding the raw material base.

Thus, favorable economic conditions, active state support, as well as the high quality of Belarusian-made products, make the beauty industry in Belarus one of the most promising and fastest-growing sectors in the country's economic development.

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CURRENT TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY

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Резюме – основной целью данной работы является рассмотрение ведущих тенденций развития мировой экономики в XXI веке. Тенденции следующие: интернационализация экономической жизни; транснационализация экономики; глобализация и интеграция национальных экономик.

Resume – the main goal of this work is to consider the leading trends in the development of the world economy in the XXI century. The trends are the following: internationalization of economic life; transnationalization of the economy; globalization and integration of national economies.

Introduction. The aim of my research is to analyze current trends in the development of the world economy, particularly international economic integration. World production is a given complex of state economies of the states of society, as well as financial relationships among them.

The principal succession of the worldwide economy is advised to be a phased modification from developed to post-industrial environment, which is defined by the comparable features: the potency of help in fabrication and use, a high-reaching level of creation, the up-to-the-minute relationship to work, a high-reaching

degree of creation, a gigantic interest in the neighbourhood area, the improvement of the economy, informatization community, the above of a little commercial. industrialisation show the way to capable changes in the globe economy. The composition of the creation and consume of the world result is dynamic thanks to the consummation of an development in the part of services. The importance on the application of accomplishments and proletariat resources, the transfiguration into knowledge-intensive technological processes postpone the require for characteristic have in mind principally in cultured states.

The main part. The primary tendency of the world organization are:

The organization of an out-of-doors economy that own digression from the economy of self-sufficiency, confidence exclusive on personal power, autarchy (state fiscal self-sufficiency), the head start of an out-of-doors economy are the gathering of capability and collaboration in production, the optimum allotment of resources in connectedness with the stratum of productivity, the gap of worldwide skill through the consideration International Economic Relations, increasing rival mid Russian producers, spurred on by struggle in world trade. Internationalization is the assistance of the nation in the world-wide economy, the integration and incision of state economies in unquestionably each situation of their Globalization is the up-to-the-minute point of world formation, defined by a unannounced acceleration in the pace of internationalization of unconditionally each space of collective existence (financial, socio-political, public, internal). Globalization is a conduct for increasing the mutuality of states, if the impact of individual of them in the monetary field now act upon the attentiveness of others. Globalization is a given worldwide communication of unquestionably each topic of the outside economy in the circumstances situation of the revealed conception of financial, socio-socio-political also as civilized relation in the foundation of contemporary information technologies. Globalization is a procedure for global financial, socio-political and cultural integration and unification. This unbiased procedure, which bears a complex look, in this case, includes all areas of the community's existence without exception. As a result of globalization, society is becoming the most connected and also the most subordinate. It is done as well as an increase in the number of issues common to the category of countries, thus, as well as an increase in the number and types of integrating entities.

Conclusion. In conclusion, I want to say that integration gives business entities wide access to various kinds of resources: financial, material, labor to the latest technologies; economic convergence of countries; allows to solve the most acute social problems, further developing healthcare systems, social security.

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MARKETINGAROUNDUS

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Резюме – основной целью данной работы является рассмотрение того, как огромное количество разнообразной информации влияет на потребителя, и какой поток информации окажет наибольшее влияние и интерес на потребителя зависит от продавца.

Resume – the main aim of this work is to consider how a huge amount of diverse information affects the consumer, and which flow of information will have the greatest impact and interest the consumer depends on the seller.

Introduction. If you were asked as a child what marketing is or what a marketer is, would you answer? I doubt. Although marketing has always been and is around us, although we do not always notice it. Let's discuss the work of marketers and their value. Do they affect the buyer and competition?

The main part. Let's start from our childhood, when we don't even know about the existence of marketing. The children's brain is very easy to manipulate, so all children's products are bright. Or take, for example, goods from a grocery store. Everyone had a story when you wanted juice in the store, but mom suggests taking another one because it is healthier. And the child is not interested in such properties as usefulness or cost – he pays attention to something else, namely the packaging, which for him should be as colorful as possible or with the hero of his favorite cartoon. The same can be said for most adults. Let's give an example on a real product – cookies of the confectionery factory "Spartak" "Spring Rhapsody". After reviewing the product reviews, we can see that this product is really high quality and delicious, some consumers even consider it to be the best cookie on our market today. But at the same time, he has low sales... What is the reason for this? In the same reviews, the buyers themselves suggest that if the package design were changed for cookies, then everyone would buy it. Indeed, if you go to a store in an area with goods of this type, then the packaging of this cookie is lost against the background of other goods. An outdated design that does not attract with its appearance reduces the sales of cookies at times, because, seeing an uninteresting package, people conclude: the cookies are not tasty, and they don't even want to try. This is the essence of marketing: hit the bull's-eye by guessing the needs of the buyer, show and sell the product based on his needs. You can not