

Conclusion. However effective and memorable, guerilla marketing isn't flawless nor versatile. It involves risks of message being misunderstood more than average advertisement does because word-of-mouth advertising does not always stay focused enough to present the intended message [4] and must be authorized by government authorities to be legal since it requires the use of public space. It isn't always cheaper than usual advertisements, and of course the demand of imagination capacity is tall. Guerilla marketing must be used in the right place on the right time, and should be thoroughly calculated. High risks and high rewards – such is the nature of this type of ads that designed to be an icing on the cake, a quick promising start for the market newcomers, a flaring firework that is as precious as it is fleeting. Guerilla marketing allows to break through ignorance, to charm, to catch a customer's interest, to enable sudden burst of attention towards advertised product. How the created momentum will be used by the beneficiary and how profitable will it be in the end – depends only on his skills and proficiency, obviously required to do business in modern world economy.

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NATION BRAND AND ITS EFFECT ON THE CONSUMER

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Резюме – Not only nation brand and its country of origin have a deep and intricate connection, but studying and understanding this connection helps countries build a national reputation and their image in audiences' perceptions.

Резюме – Национальные бренды и страны их происхождения не только имеют глубокую и сложную связь, но изучение и понимание этой связи помогает странам создать национальную репутацию и свой имидж в глазах публики.

Introduction. In the time of global competition and information overload which consumers are faced with, the origin of a brand has become an important aspect of the decision making. The status of the nation itself exerts a significant influence on the process of decision-making, making it easier to draw a conclusion as well as lessen the hesitation.

Main part. Studies has shown a great influence of the origin of a brand on its consumers, which reputation builds up over the years and causes a significant rise in profits. Eight out of ten Americans, for instance, would prefer a product made in Japan over one that was made in China as a result Japan's reputation and China's damaging association with products of low quality and cost. Over the years South Korea established itself as the trendsetter in beauty and health products, leading in cosmetics field.

In exactly the same way years ago Italian luxury products were famous and people all around the world were, and still are, proud to be owners of any 'Made in Italy' product – from shoes to cars. Products made in Germany and Switzerland are held in high regard, the latter being particularly famous due to its high-end and expansive watches, expertly operated banking system and mouthwatering, high-quality chocolate.

Choosing between two products from different countries, the person will choose one from the country he prefers the most, occasionally disregarding any other reasons. Thus creating an assumption that country's success in different fields not only can be but should be manipulated and artificially elevated through country's image to enhance its sales and, as a result, profits.

There are multiple benefits for national branding activity:

Positive halo effect on products: extremely successful product can significantly increase popularity of other brands and their products considering they originate in the same country

Country-Of-Origin effects: positive view of the country of origin can be the selling point for consumers buying the product

Enlarged ability to export

Ability to attract tourists and professional workers

– Amplified ability to attract investments

– Ability to reduce incentives for investors

– Increased cost pressure on competition: high cost due to brand image puts a substantial pressure on completion and lowers its ability to retaliate

– Resilience to financial crisis

– Ability to sustain higher prices: high sales due to high quality and brand reputation helps to uphold high prices

– Ability to retain skilled workers

– Improved productivity from better morale

The way in which one brand can influence the image of another brand of the same country in the eyes of the consumer is outstanding. Positive national brand is not only difficult to create but is extremely hard to maintain. Politics, national relations, country's reputation are all tightly intertwined, making every little aspect dependent on the other. Hence, preserving the desired position demands great knowledge, hard work and huge amount of time to do.

Image of a country and image of a brand itself can be exceptionally interdependent. Therefore, person's opinion of the brand can be successfully influenced by the image of its country of origin and vice versa. Such views about the country itself can have a great effect on product assessment and purchase behavior of individual buyers as well as nation brand's reputation can elevate consumer's view of the country itself.

However nowadays people can face difficulties in understanding the origin of a brand. There is a major difference between where a brand is actually based, where its product is being designed and where it is in fact manufactured, therefore creating great confusion among customers, reducing the importance of a label.

Even with such day-to-day misperception, according to statistics, to an average person it is exceedingly more significant where the product is perceived to be from rather than designed, but still not as vital as where it is manufactured.

Conclusion. At the end of the day the name printed on the 'Made In' label plays and will continue to play a crucial role in buyer's choice, effecting a person on both conscious and subconscious levels, making it all around important to establish a national brand.

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CRYPTOCURRENCY AND ITS PLACE IN THE FINANCIAL SYSTEM

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Resume - The article considers the actual problem of using cryptocurrencies in the sphere of financial relations, also it analyzes the main features of cryptocurrency, as well as legislative assurance of it in the Republic of Belarus.

Резюме - В статье рассмотрен актуальный вопрос использования криптовалюты в сфере финансовых отношений, проанализированы основные особенности криптовалюты, а также её законодательное обеспечение в Республике Беларусь.