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**THE ROLE OF COMMERCE AND MARKETING  
IN THE DEVELOPMENT OF PROMISING RESEARCH  
DIRECTIONS IN THE EDUCATIONAL ENVIRONMENT  
IN THE XXI CENTURY**

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## CONTENT

### **Artemyeva A.N.**

Tool to inform consumers about the quality of goods ..... 4

### **Dmitrieva N.A.**

The problem of forming bilingual communicative competence while training marketing specialists ..... 19

### **Gorjainova V.A.**

Types of customer loyalty in marketing concept of relationship ..... 29

### **Grigoryants I.A.**

Models and mechanisms of high school stability marketing management in unstable environmental conditions ..... 39

### **Rusakova N.A.**

Enterprise industrial policy in view of its economic potential ..... 48

### **Birina O.V., Dmitrieva N.A.**

To the problem of dialogue modeling in the virtual environment of teachers and students in modern pedagogical conditions ..... 61

### **Heisenberg H., Belyakov N.A.**

Methodical approaches to company's industrial diversification management ..... 78

### **Kravets O.Ja.**

Problems of resource optimization of regional organizational and economic monitoring ..... 91

tems// American Journal of Control Systems and Information Technology, №2, 2013. – P. 11-20.

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