

Gelenko A.
Girman A., research supervisor
Dnepropetrovsk State Financial Academy

MARKETING OF INTELLECTUAL CAPITAL

One of economic institutions of modern business is intellectual capital, which became dominant factor of business structures. Knowledge the most powerful engine production allow people subjected nature and to satisfy their own needs. Even competitive advantages are moving to the side those who armed with knowledge, sufficient for the tasks, their solution and get from this award [1].

In the opinion of the Russian marketer Pankruhina A., marketing intellectual capital is part of marketing organizations, marketing its intangible assets. It is aimed at meeting the needs of different categories of clients: those who consumes or uses products of; those who works or is ready to work, to do his career in the company; those who have already interacts or will be inclined to interaction, partnership with; those who, for different reasons may be interested in successes of firm[2].

In other words, this is exactly and activity, which is the most necessary. The choice of protection for intellectual capital should be based on the analysis of current marketing trends.

The process of forming marketing intellectual capital can include several stages:

- 1-stage: the interests of < -> interests of environment;
- 2-phase: the interests of environment -> strategy relations;
- 3-phase: strategy relations -> nature of the relationship;
- 4-phase: the relations -> marketing intellectual capital [3].

In turn, marketing development of intellectual capital knowledge at the state level should be carried out in the following areas: global knowledge acquisition and adaptation, intangible assets, as well as development of knowledge at the local level; - investments in human capital for expansion of possibilities of learning and application of knowledge; investments in technologies that help to acquire and assimilate knowledge [1].

References:

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2. 2. A.P. Pankrukhin The evolution of the marketing in the world and in Russia. Marketing in Russia and abroad.- 2008: 97s.3, Blinov A.O. Management consulting http://nebook.net/book_upravlnske-konsultuvannya_651/