

individuals. These observations suggest that neither biologically nor psychologically masculinity or femininity can be determines.

Women today have the rights they strive for – we can vote, get jobs, and be reckoned.

Still, “As long as women face violence and discrimination, our efforts to eradicate poverty, achieve equality, and advance human rights and democracy will not succeed” said, Michelle Bachelet, the President of Chile.

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A BIRD IN THE HAND OR NICHE MARKETING

If an entrepreneur offers one product to all consumers and does not worry about its adaptation for different preferences and tastes, they are risking to lose their clients and, therefore, their profits. Market segmentation is vital to success in many fields of business where consumers have particular needs.

The first step is to identify the target market. Every marketer knows very well that a modern society is a large group of personalities who may form separate groups with their general purpose, for example, women who would like to use natural and organic cosmetics.

When a marketer has identified segments, they have to choose the best strategy for their work with clients. An old adage says that a bird in the hand is worth two in the bush. These words are a short description of a niche marketing strategy. For instance, Rolex is the world famous watch brand. The company is also known as "capital on the wrist", which produces only expensive and reliable products for wealthy customers.

The strategy of a niche market is very often applied in the Internet marketing. There are a lot of websites which are designed to owners of cats or professional chefs. Such web pages try to satisfy needs and wants of their target audience. These sites include not only a wide choice of production but also interactive elements such as thematic online games, quizzes, tips and news.

In generalized marketing, market competition sometimes passes into a stone wall between a buyer and seller. However, niche marketing may create an opportunity to achieve a special success. The example is kitchen knives produced by a Germany company Wüsthof which is well known among European chefs. The company celebrates its 200th anniversary this year and Wüsthof occupies a solid position within its target market.

In any big city there are a lot of stores which have a specific assortment for people who have hobbies (gardeners, fishermen, etc.). There is also a nice example of a Ukrainian successful project «Lviv Chocolate Factory" that is the only of its kind in Ukraine. The company specializes in hand-made chocolate; cafes of this brand are in

different cities of our country. «Lviv Chocolate Factory" produces special sweets for special people which are prepared to pay more for the first-rate chocolate.

In conclusion, there are advantages and disadvantages of niche marketing but certainly this strategy is a promising start for many new entrepreneurial projects. This model of marketing strategy gives a company a chance to become a leader in a narrow (not small!) niche of market and acquire regular clients who will become loyal friends.

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CORPORATE CULTURE IN RUSSIA

The definition of corporate culture came to Russia not that long time ago. For soviet people whose target was accomplishing of production plan such tool as a corporate culture didn't even exist. Since the collapse of Soviet Union western companies have gradually integrated into Russian economy. With this integration foreign companies brought some organizational tools, one of them was a corporate culture.

During the transition to the market economy most of Russian employers chased a short-time profit and didn't care about other aspects of running the business. That means that they didn't pay enough attention to internal environment and relationships among employees. At one point employers started to lose profit due to foreign competitors, who knew how to run business in a market economy. One of the reasons why did Western companies had success that time in Russia was proper usage of corporate culture.

Whether written as a mission statement, spoken or merely understood, corporate culture describes and governs the ways a company's owners and employees think, feel and act. Your own business's culture may be based on beliefs spelled out in your mission statement. It could consist in part of a corporate symbol, like the rainbow-colored apple that symbolizes Apple Computer. Whatever shape it takes, your corporate culture plays a big role in determining how well your business will do^[1].

In this article two different models of corporate culture are being overviewed. First one is Daniel Denison's model^[2], second one is David H. Maister's model^[3].

“Customer Focus” and “Quality of Relations” In these models some similarities can be found. For example are pretty close. Denison says that employees recognize the need to serve both internal & external customers and continually seek new and improved ways to meet customer expectations, Maister says employees let know our customers that we appreciate them as well employees do their best to satisfy customer needs and make deals in high standards. These statements are pretty similar and have same goals – to make customer satisfied, to find new ways to meet customer expectation. Or statements of Denison “Goals and Objectives” and Maister “Long-term Goals and Objectives” show that employer should set short-term and