

in request.. That's why the most often used solution of this problem in post-industrial and developed countries is transferring the billboards, citylights, pylons, converse boards etc into an element of design and small functional architectural forms. It is possible to decrease the amount of space taken by OOH advertising that harms the scenery in at least 50% on account of matching their functions. For example, by using the already existing small architectural forms (trashcans, newspaper stores, bus stops) as space for conceptual Out-of-home advertising. Also by modifying the billboard and citylights as to turning them into bus/tram stops, rain shelter, ramps, etc. Such a method is actively being used in Germany. For example, «Calcedonia» commercial (underwear trading network) in Cologne which is placed in a spiral-shaped cylinder in a public restroom.

That is why it is better to turn to modification of OOH advertising and its elements according to the needs of public and urban transport unlike absolute forbiddance, which is a rather radical way of solving the problem. This is the optimal solution because it does not only decrease the amount of money spent on constructing new advertising areas but also supports the city constructing situation, saving the cities architectural environment and makes it much more pleasant to tourists.

References:

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MARKETING INNOVATIONS IN BUSINESS COMPETITIVENESS' ENSURING

Current adverse trends in the business environment of the country force enterprises to adapt to the turbulent market conditions.

Constant changes in the information space are the one of the significant incentives to accelerate the business processes' adaptation at the enterprise. Due to innovations a lot of enterprises develop successfully into the market. Regular implementation of innovations into the production as well as new products' promotion, which give a higher customer's satisfaction, are able to ensure and support a constant interest to producers-innovators.

Numerous scientific researches emphasizes the need to stimulate innovative activity and accelerate the innovative development of enterprises [1-3]. However,

theoretical and methodological basis for the marketing management system of enterprise' innovative activity in dynamic external environment changes is not researched yet.

In modern sense, innovative marketing is a unity of strategies, business philosophy, functions and managing procedures. Marketing innovations are aimed at the full consumer's needs satisfaction, increasing their offering and establishing new markets in order to increase sales.

Marketing innovations should be implemented on the basis of systemic approach. This approach assumes the use of innovative tools in all stages of the marketing mix "4P" as well as the combination of technological, productive, process and organizational innovations. Marketing innovation refers any innovation, which is represented by separate development tools of the marketing mix or whole toolset.

Deep implementation of marketing innovations into the enterprises' activity is an important component of anti-crisis programs and improving competitiveness' programs in conditions of post-crisis economical recovery.

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3. Taranenko, I.V. (2012), Marketing innovations in the maintenance of competitiveness: systemic approach, *Visnik sotsial'no-ekonomichnih doslidzhen'*, Vol. 2, pp. 180-185.

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EVALUATING THE EFFECTIVENESS OF MARKETING ACTIVITIES FOR THE BEAUTY SALON

Conditions of expanding market are doing the survival of the enterprise in competitive struggle more and more difficult. Necessary condition for the existence of the enterprise becomes conducting marketing activities to maintain and improve the financial and economic indicators. However, not all marketing activities brings the company the desired result, the costs of their implementation may exceed the income earned as a result of their conduct.