

ECONOMICS
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Larkina N.G. New tendencies of marketing interaction theory research

It is revealed the relevance, purpose, content and technology concepts relations businesses-marketing cooperation within the network business, philosophy, creative thinking and formation (knowledge), an innovative contributor to the effectiveness of the economy. The article explains the importance of this concept, which is to ensure the formation of an effective network of long-term mutually beneficial relationships, resulting in a relationship are the most important resource of the company that promotes the realization of competing advantages to the achieve leadership and policies of transition to innovation-mediated growth. Modern approaches to marketing proposed for consideration may actually lead to a significant strengthening of the positions of market segments, coordination of all stakeholders of transactions, managing to establish collaboration with partners.

Key words: methodology and theory of marketing interactions, the interaction networks in the market, the theory of relationship management market networks.

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