

of the commodity For Marx, then, use value is equated with the whole, which is understood to be concrete, in contrast to exchange value, which is equated with some to many of its parts and is understood to be abstract. Use values are not temporally and historically bound in the way that exchange values would seem to be because they are not derived, but are primarily the objects of everyday life rather than of disciplined observation. What thus may appear from our vantage point to be a theoretical reversal of conceptual etiquette on Marx's part expresses not only an innovative adaptation of a strong tradition of thinking that reached its apogee with Hegel; it also constitutes a strategic reconsideration of the categories of political economy themselves. The supplanting of both reflection and practice by disciplined observation makes it more and more likely that we shall rest satisfied with the epithet of the irrational or the pre-modern as a description of essentialist, holistic and historicist modes of thinking and theorizing. As it turns out, this mode of reflection has been a central element in human thought from the very beginning.

## **USING THE INTERNET IN THE MARKETING SYSTEM**

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Last years were marked by rapid development of systems of the telecommunications. The key elements of this development became a global computer network the Internet and its main service WWW (World Wide Web). The Internet represents environment which possesses unique marketing characteristics and represents itself as two basic elements. First, as new method of the communications. And, secondly, the global virtual electronic market which does not have any territorial or time restrictions, allowing to make interactive purchase of the goods and change significantly opportunities of firms in promotion of the goods.

The main purpose of the article consists in definition of a role of a global network in marketing activity and searching of basic directions of Internet-services' use in strategy of marketing at the enterprise.

Using the Internet in the marketing system of the enterprises can considerably increase an efficiency of their activity owing to its unique marketing characteristics. The Internet resources can be used in following directions of marketing activity:

1. Maintenance of business contacts

The effective communication with buyers, suppliers, agents and distributors is extremely important in the modern conditions of marketing development and needs of manufacture for duly deliveries. The Internet provides various tools for improvement or maintenance of communication between partners in a network of firm.

2. Studying of the market

Purchase or reception of research reports on work of the market can be extremely expensive business. For reduction of costs, and in many cases it is free-of-charge, much of the same information can be received from WWW. Use of the Internet for gathering the information on the market - one of the most important ways by means of which the enterprises can develop international and home markets. Also it is necessary to note speed of carrying out of researches; an opportunity of respondents to take part in research during time convenient for it, interrupting if it for it is required, interrogation; availability of respondents without dependence from region of their residing; on answers of respondents does not render influence the person of the interviewer; use of visual materials.

3. Purchase and sale through the Internet

Considering the Internet as means of sales it is possible to note a following direction of classification of spent operations: business-to-business (B2B) and business-to-consumer (B2C). In the first case we deal with trade in the industrial goods or business-services between the enterprises, and also wholesales, in the second - with retails of consumer goods to the end user. Now various variants of the organization of retails through the Internet develop; the Internet-shops and auction sales are most popular.

4. Advertising of the goods in a network

The set of opportunities of direct professional advertising by means the Internet includes arrangement of the information on the

goods on own Web-server, placement of advertising on other servers, dispatch of electronic letters; participation in teleconferences.

#### 5. Service and after sale service

The given direction of use of the Internet in marketing activity includes consultation of clients on e-mail, informing on a web-site about news, etc. It will promote maintenance of reputation of firm as to the company caring consumers of production. Buyers can directly address for consultation to the manufacturer including the information on the goods-novelty, or to take advantage of Internet-services, in particular to subscribe for newsfeeds of a server.

Thus using the Internet, employees of marketing services have an opportunity: quickly to change assortment, the description of products and their prices; to save on expenses; it is easier to carry out contacts to potential consumers.

In addition to the above-stated it is possible to note also following restrictions of the Internet: absence of direct dependence between number of displays of advertising of any firm and a sales volume, paid sites is visited basically by rich men; on the Internet it is possible to sell mainly the goods which do not demand preliminary check and fitting.

Thus, at expansion of use of the Internet at carrying out of marketing researches certainly it is necessary to consider both appearing new opportunities, and specificity of a product and its consumers, to take into consideration difficulties and problems.

As a whole it is possible to tell, that use of the Internet today concerns almost all aspects of marketing activity of many enterprises, and its role constantly increases. A basis of this use serves the traditional tools of marketing which become more effective in the Network and the new opportunities given by the Internet.