

in its operations; it considers selling or otherwise disposing of the assets only after they have generated revenue for several periods through the company's internal use.

2. They provide benefits over several accounting periods. According to the matching principle, the cost of a recourse that provides service potential only during the period in which it is acquired should be expensed entirely in that period. Because plant assets and intangibles provide benefits over several accounting periods, they are classified as concurrent assets in the balance sheet.

Typical plant assets include buildings, improvements, machinery, furniture, tools, certain leased property, and leasehold improvements. Typical intangible assets include patents, copyrights, trademarks, franchises, and goodwill. The service potential, that is, the cash – generating ability, for most plant assets and intangibles decreases as the assets are used in producing revenues. Therefore, according to the matching principle, companies must allocate the cost of the service potential embodied in the assets to expense over the periods in which the service potential is consumed.

SALES PROMOTION RULES

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The sales promotion rules are designed primarily to protect the public but they also apply to trade promotions and incentive schemes and to the promotional elements of sponsorships. They regulate the nature and administration of promotional marketing techniques.

Promoters should make all reasonable efforts to ensure that their promotions, including product samples, are safe and cause no harm to consumers or their property. Literature accompanying

promotional items should give any necessary warnings and any appropriate safety advice.

In the UK, the British Code of Advertising, Sales Promotion and Direct Marketing (the Code) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications).

All marketing communications should be legal, decent, honest and truthful. All marketing communications should be prepared with a sense of responsibility to consumers and to society. All marketing communications should respect the principles of fair competition generally accepted in business. Marketers should not exploit the credulity, lack of knowledge or inexperience of consumers.

Promoters should make every effort to ensure that unsuitable or inappropriate material does not reach consumers. Promotions should not be socially undesirable to the audience addressed by encouraging excessive consumption or inappropriate use and should be designed and conducted in a way that respects the right of consumers to a reasonable degree of privacy and freedom from annoyance.

Special care should be taken when promotions are addressed to children or when products intended for adults may fall into the hands of children. Alcoholic drinks should not feature in promotions directed at people under 18.

By creating and following self-imposed rules, the marketing community produces marketing communications that are welcomed and trusted. By practicing self-regulation, it ensures the integrity of advertising, promotions and direct marketing.

THE ROLE OF INNOVATIONS IN THE GLOBAL COMPETITION

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Now in the world the leading countries have already achieved the postindustrial level of economy, and Ukraine is still struggling