

« » 23 (62). 2010. 1. . 194-207.

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BOUNTY SCA UKRAINE)

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[1, c. 602-643],

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» [2, с. 11].

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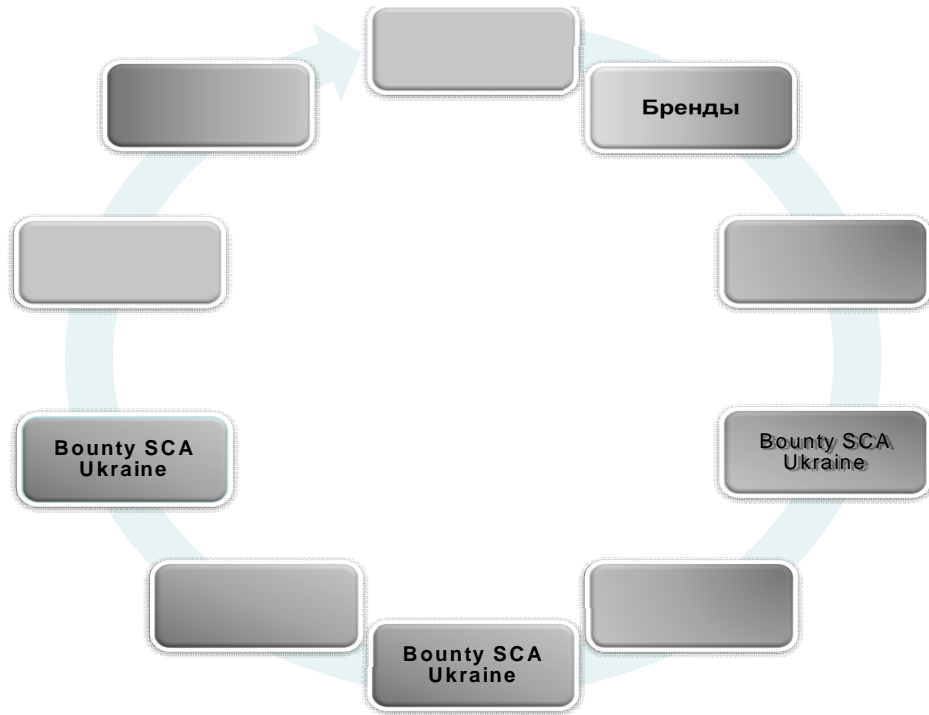
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(«an equal person, like me»),

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[3, c. 379-423; 623-656].

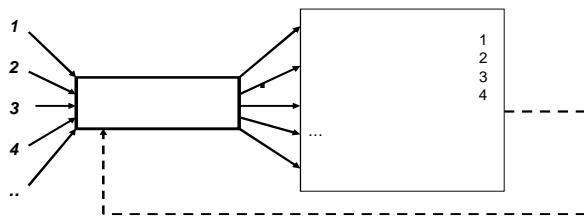
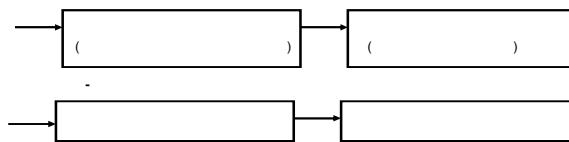
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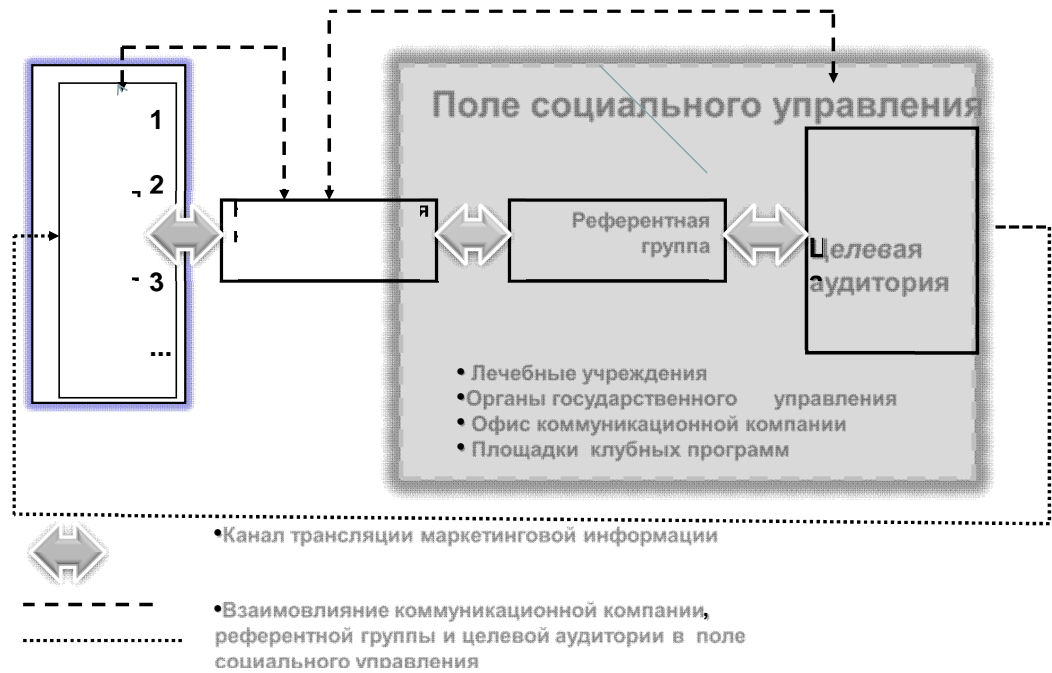
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[8, с. 416].

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 2. // ... ; 2 ./ ... - ... « ... », 2002. - 2. - 424 .
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Bahaeva T.L. The Effect of Substantive Rationality on the Formation of Autopoietic Systems in Marketing Communications (from the Experience of Communications Programs Management by Bounty SCA Ukraine) // Scientific Notes of Taurida National V. . Vernadsky University. Series: Philosophy. Culturology. Political sciences. Sociology. - 2010. - Vol.23 (62). - 1. - P. 194-207.

High effectiveness of socially oriented projects implemented in the framework of motivational marketing is accounted for by the concept of socially oriented projects implemented in the framework of motivational marketing utilized in their managerial strategies. Communication systems, thus emerged in the contemporary sociocultural dynamics, are successful due to high social demand, as well as their properties of self-organization and self-reflection, which render them autopoietic.

Keywords: Marketing communications, Bounty SCA Ukraine, socially oriented projects implemented in the framework of motivational marketing, substantive rationality, autopoiesis.

24.10.2009