

MULTI-LEVEL MARKETING

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From everlasting people have been trying to find loopholes in the economy using their wit and cunning in order to maximize profits. Therefore, abilities arise various kinds of economic structures and sciences. There are many opinions about when marketing originated. It all depends on the assumed point of view on the quality of the exchange, the purchase of goods, what recognizes a sufficient argument for approval: Marketing was born! The simplest explanation of multi-level marketing is that it is a marketing strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of others they recruit, creating a down-line of distributors. Nowadays it's the most perspective business. Other names for multi-level marketing are network marketing, pyramid selling, referral marketing. It is generally accepted that the first multi-level marketing plan was introduced in 1945 by the California Vitamin. Unlike traditional direct selling, this was an ongoing payment whenever the customer reordered, allowing direct sellers to build a sales organization that could generate a residual-like income. Today there are millions of people around the world building this unseen industry called multi-level marketing. The DSA reports that there are over 13 million people in the U.S involved in direct selling. You do not see them but they are everywhere, some probably right in your own neighborhood. In multi-level marketing people help and assist others in building their business. They have their initial start up costs anywhere from just a few dollars to several hundred dollars. Where most network marketers fail they feel that they don't need a marketing budget for advertising, they don't seek out the education required to succeed. Some marketers say: "One of the important things to remember is, if you are in a real business, you no longer have a boss holding you accountable". Your success or failure is dependent upon you and your actions. Quantity of goods sold in Belarus amounts to 3% of world trade. Belarusian marketers are trying to make things better, but they need some time to do it. West and Asian countries are giants in the field of multi-

level marketing. It is only beginning to emerge in our country and multi-level is certain to have bright future in Belarus.

УДК 662.6/.9

ENERGY FROM WASTE TECHNOLOGIES

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Every year billions tonnes of waste are created in different parts of the world, and less than half of that ends up in landfill. Thus, the major challenge facing any society is just what to do with it all. Some people think that one option is to burn the waste, but that carries environmental pollution. More attractive option is to use the waste as a fuel to generate electricity or heat using Energy from Waste technology (EFW). However, this technology must meet strict emissions standards, including those on nitrogen oxides, sulphur dioxide, heavy metals and dioxins. Other emissions, even though they are relatively low, include fine particulate, toxic fly ash, trace dioxin and acid gas emissions. The traditional method of converting solid waste to energy by means of incinerators is a relatively old technology. Nowadays, a number of new technologies have emerged that are able to produce energy from waste and other fuels without direct combustion; these include gasification, plasma-arc gasification, pyrolysis and, for a non-thermal option, anaerobic digestion. An option that is particularly appealing is pyrolysis. It is based on the thermochemical decomposition of organic material at elevated temperatures. In pyrolysis, the heating occurs in the absence of oxygen and the released gases are gathered and stored for later use. A number of other new and emerging technologies are able to produce energy from waste and other fuels without direct combustion. But pyrolysis is considered to be the cleanest, the most effective and offered the best reliability as well as being the most cost effective. The main advantage of the EFW technology is that no sorting of waste and no pre-heating are required, provided the moisture content cannot be too high as it can greatly reduce the efficiency of the plant. Mixed plastic, gas and metal can also be taken. One of the main drawbacks of commercial-scale EFW plants is the large volume of waste they require and consequently a lot of lorries driving around the country delivering waste with all the attached environmental