

Güterverkehr von Jahr zu Jahr zu. Transportagenten vereinfachen die Tätigkeit von Transportunternehmen im internationalen Gütertransport erheblich.

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PAN-EUROPEAN ADVERTISING

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Society is not such a homogeneous structure, it has different groups and individuals, however, for successful activity, a professional manager must (will) look for an approach to each group. For advertising to be successful, its reach must be as wide as possible. Therefore, the activities of an advertising agent should first of all be aimed at studying the target audience.

Let's define advertising. Advertising is a form of communication used to persuade an audience to take some action, usually with respect to a commercial offering, such as an item for sale or a service. The main purpose of advertising is to increase the volume of sales of goods and services.

We can say that there are 4 main types of advertising. Different types of ads work better for different types of products, services, and brands. Because of that specialist has to know the peculiarities of each type of ads. The following categories cover the majority of all digital advertisements. They also are not all mutually exclusive.

The following types of advertising can be distinguished in such a way: informational, persuasive, comparative, reminiscent. Informational advertising is the best solution for new goods and service on the market. It's used for bring the

product to the market and search for potential consumers. The persuasive form of advertising is the formation of electoral demand. It is used in the case when, in a competitive environment, a product is offered that has any advantages over other products. The comparative type of advertising is characterized as a type of advertised product that is compared with similar characteristics of competing products. The reminiscent type of advertising helps a company to remind about a product that has already won sales markets.

Nowadays advertisement turn into a way of visual communication that combines a graphic illustration, a photograph and an inscription into a single whole. The most popular methods of ads now are Internet-ads and TV-advertisement.

Every country has their special advertising features, but each advertising market is aimed at a specific audience, which in turn will understand the main message that was conceived by the advertiser and react to it. Advertisement in Europe has its own specificities such as appeal to the quality, economy and environmental friendliness of the product and its appearance of course. Also one of the distinguishing features of pan-European advertising is bilingualism. It means that that one of the languages of advertisement is common English and the other is local. We can note that for little business it's more comfortable and effective to use only local language. It inspires confidence among the locals.

As well as others, Belarusian advertisement market has its own special properties. Our market aims to attract customers by broadcasting family values, environmental friendliness, the possibility of purchasing a product, its value, health. Also the principle of bilingualism is actively used in Belarusian advertising. Marketers use English and Russian, but the national Belarusian language is not so common, although the trend in its use is gradually increasing.

Advertising provides buyers with information about goods and services through various media. And for customers it's important to see the truth in the other way the company will lose its authority.

Thus, we can say that advertising is an important component in any successful business, and therefore it should be given due attention. In the context of modern pan-European advertising, customers are interested in the proximity of the brand to the population, its environmental friendliness, appearance and quality of the good.

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BESONDERHEITEN VON INGENIEURBERUF

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Ingenieur ist ein Spezialist, der Maschinen, Systeme, Strukturen, Geräte und Materialien erfindet, entwirft, analysiert, baut und testet. Es berücksichtigt ihre Praktikabilität, Sicherheit und Kosten.

Ein Ingenieur ist ein spezialisierter Erfinder, der technische Mechanismen erstellt oder verbessert. Der Beruf hat mehrere hundert und sogar Tausende von Jahren. Zu den größten berühmten Ingenieuren gehören Archimedes, Leonardo da Vinci, Nikola Tesla, Henry Ford, Sergei Koroljow, Elon Musk, und die Reihe brillanter Techniker wird nie enden.

Es gibt viele technische Spezialisierungen: Software-Ingenieur, Umweltingenieur, Biochemie-Ingenieur und viele andere. Die Aufgaben von Spezialisten in verschiedenen Bereichen unterscheiden sich stark voneinander. Zum Beispiel ist ein Umweltingenieur für die Abfallentsorgung in einem Unternehmen verantwortlich, und ein Konstrukteur entwickelt komplexe Zeichnungen und Diagramme verschiedener Projekte.

Der Beruf des Ingenieurs ist in vielen Bereichen gefragt: Geodäsie, Programmierung, Ökologie und andere.

Ingenieure können unterschiedliche Gehälter haben. Es hängt alles von der Region und dem Land ab.