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GENESIS OF CONSTRUCTION COMPANIES' MARKETING ACTIVITIES IN DEVELOPED COUNTRIES

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Summary. The emergence of marketing activity of construction companies in developed countries due to changes in economic relations between business entities of construction. That was the result of scientific and technical progress, widespread use of machinery and equipment, specialization

and division of labor, the emergence of monopolies and oligopolies, the development of transport and communications, means of scientific and technical information, improved speed to respond to changing needs and fluctuating market conditions, the economic crisis of overproduction.

Key words: *genesis, marketing activities, construction company.*

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Genesis of construction companies' marketing activities in developed countries has phased origin and development.

In the US and Western Europe, the end of the nineteenth century and the beginning of the twentieth century characterized by improving building industry. By the 1950's years it was formed marketing concept that requires the companies to improve the quality of construction goods and works. In 1930-1960 years construction companies in developed countries priority organized their sales through the intensification of efforts to promote their products.

1950-1960 years in US and Western Europe marked increased targeting to the client by construction companies. 1960-1980 years due to the fact that construction production is increasingly focused on individualized needs of consumers. In the second half of the 1970 years marketing management become a complex systemic activity.

The beginning of 1980 is characterized by the use in the management system of marketing activities of foreign construction companies leverage tools and advanced marketing mix, modern means of transfer marketing information. Determine the development of strategic marketing orientation and systematic analysis of the market, leading to the development of quality building products for the target audience.

In the last decade of the XX century and at the beginning of the XXI century the management system of marketing activities at foreign construction companies focus on long-term relationships between buyers and suppliers. The components of modern marketing activity: internal, integrated, relationship and socially responsible marketing.

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