

## THE HISTORY OF THE MOST POPULAR BRANDS IN THE WORLD (ІСТОРІЯ НАЙПОПУЛЯРНІШИХ БРЕНДІВ СВІТУ)

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*У доповіді йдеться про історію брендів на базі предметів, які нас оточують у повсякденному житті. Вони допомагають нам, але ми не замислюємося над їх походженням, їх іменами, звідки вони взялися і що означають. Але у цих брендів теж є свої таємниці.*

The American Marketing Association defines a brand as a "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." The brand comes from the Latin brand – stigma, or from the Scandinavian brandr - burn. Since ancient times, the stigma (brand) has been awarded only to high-quality goods.

Technology for the creation and implementation of the brand is called branding.

The practice of using a brand name is the evolution of the ancient custom of branding one's belongings. Whether this meant making one's mark on clothing, pottery, smith's works, or livestock, it was designed to make it obvious which person or family owned specific items.

Today's brand name works basically the same way. It is used to distinguish one product, especially a competing product, from another. In other words, it is a mark used to show ownership.

More reputable companies marketing generic alternatives list the brand name on their package and ask consumers to compare their product to the brand name version. The generic product may contain the same amount of the same or similar active ingredients. If it is comparable in quality and lower in price, consumers may come to prefer it to the brand name product in some instances.

On the other hand, a brand name that has been around for some time, and is seen as reputable, will generally develop customer loyalty. Consumers will purchase the brand name product because they trust the company. They know the quality is good, and they won't have trouble obtaining a refund or replacement if for some reason the product is damaged or otherwise unacceptable.

Despite all this, consumers are not thinking about how the product came and it became a brand.

And why today are there such well known products as Coca-Cola, Mars, Adidas and Puma, Nike, Microsoft, Chupa Chups, McDonald's, Swarovski, Pampers and many others? The answer is simple, it's a brand!

## THE WORLD TRADE ORGANIZATION AND BENEFITS OF THE WTO TRADING SYSTEM

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*Розглянуто сутність та динаміку торгової системи світової організації торгівлі (WTO) та діяльність країн – членів в межах загальної угоди з тарифів та торгівлі.*

The WTO was born out of negotiations, and everything the WTO does is the result of negotiations. The bulk of the WTO's current work comes from the 1986–94 negotiations called the Uruguay Round and earlier negotiations under the General Agreement on Tariffs and Trade (GATT).

Trade relations often involve conflicting interests. Agreements, including those painstakingly negotiated in the WTO system, often need interpreting. The most harmonious way to settle these differences is through some neutral procedure based on an agreed legal foundation. That is the purpose behind the dispute settlement process written into the WTO agreements.

That said, there are many over-riding reasons why we're better off with the system than without it. Here are some of them:

1. The system helps promote peace
2. Disputes are handled constructively
3. Rules make life easier for all
4. Freer trade cuts the costs of living
5. It provides more choice of products and qualities
6. Trade raises incomes
7. Trade stimulates economic growth
8. The basic principles make life more efficient
9. Governments are shielded from lobbying
10. The system encourages good government

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. These documents provide the legal ground rules for international commerce. The goal is to help producers of goods and services, exporters, and importers conduct their business.