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BusinessWeek  
Coca-Cola, Microsoft IBM.

Interbrand

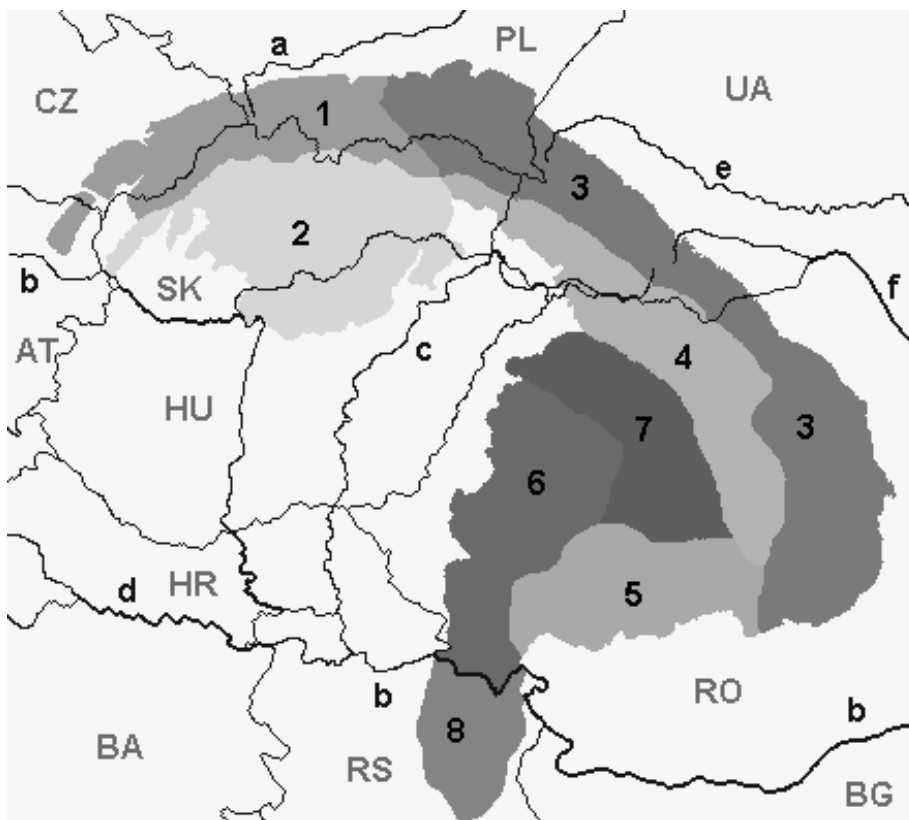
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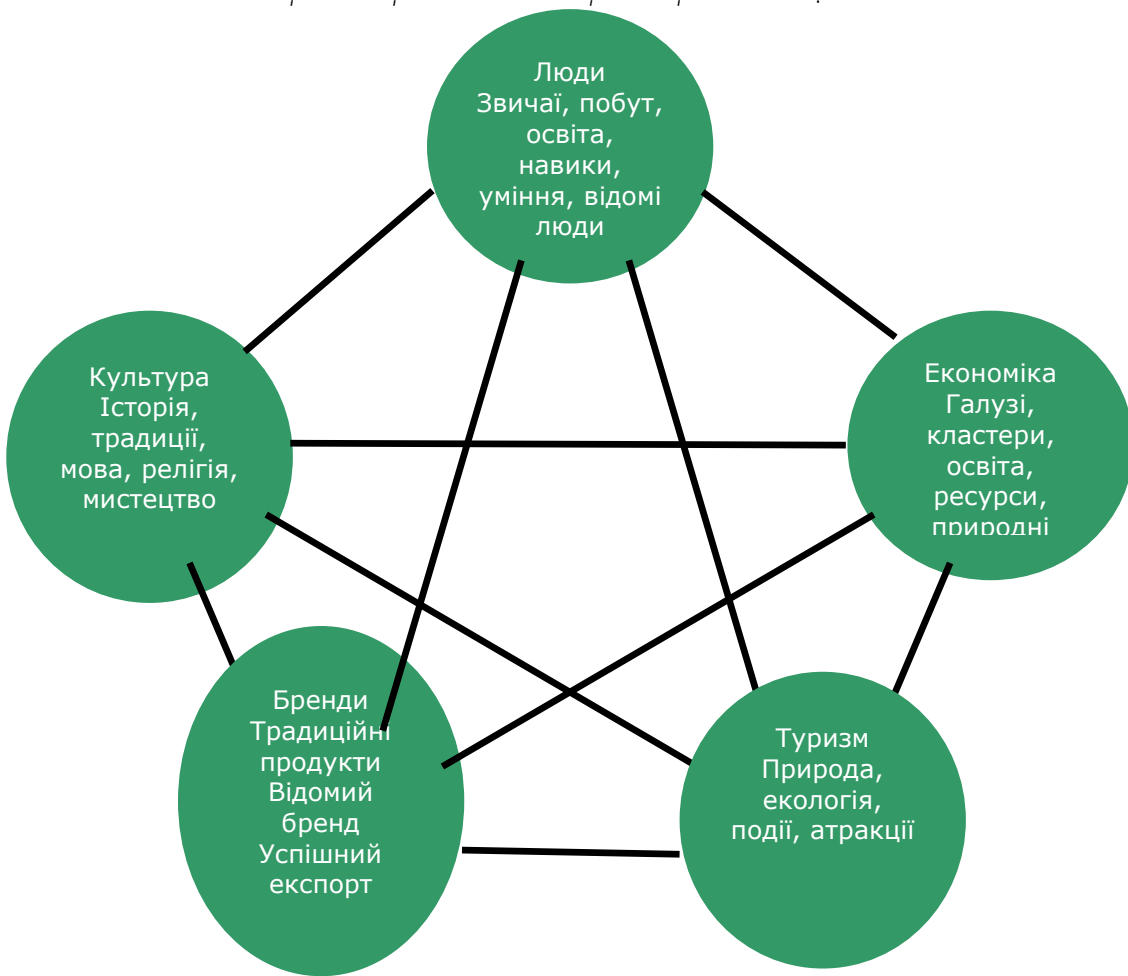
2008-2009

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6. II .- .: , 1966. – 52 .
7. . . . : . . . . . : [ 5 ]/ . . .
8. . . . 3: . . . . . , 2002. – 434 .
9. . . . . . . . . . . , 2008. – 338 .
- " " , 2006 – 372 .

#### SUMMARY

Shandor F. THE FORMATION OF THE TOURIST BRAND "CARPATHIANS" IN THE CONTEXT OF THE TOURIST BRANCH DEVELOPMENT IN THE CENTRAL AND EASTERN EUROPE COUNTRIES

Brand in terms of strategy - a means of relationship between the organization and its target groups, aimed at removing a priori existing conflict. There fore, formation of a new geotourism-brand Carpathians which combines mountain system in eastern Central Europe: Ukraine, Hungary, Poland, Slovakia, Romania, Serbia and Austria, will help create a new image of the Carpathians and implementation of programs aimed at increasing investment activities, including build confidence to domestic producers and create programs to attract tourists to the most profitable tourist areas.