

## **ESTIMATION OF EFFICIENCY OF METHODS OF PROMOTION OF MEDICAL PRODUCTS IN THE REGIONAL MARKET**

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The present stage of development of market attitudes differs beside features. We shall stop only on one tool of marketing, Used the companies in daily activity. Promotion of medical products (LS) in Russia every day becomes complicated. Huge quantity similar on the properties LS, not worked system of interaction with doctors and difficulties in execution of existing legislative norms - here the basic problems with which participants of the market collide all.