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what matters, but what your customer feels about his or her purchase, how he estimates it (the task of positioning ones product) and so on”. In our opinion the above mentioned examples reflect functions and methods of marketing activities in organization rather than the principles of marketing. History of entrepreneurship can provide us with advice and many recommendations about how one should or should not do his or her business. Most of them can’t be regarded as principles, because they have mainly to do with definite approaches, methods and forms of commercial activity, but not with its substance.

The effectiveness of the entrepreneurial networks can be explained primarily by its corporate strategy aimed at fulfilling promises to their customers, keeping low prices, high quality of goods and quality of service [7]. A broad and flexible range of goods and services should be based on a systematic analysis of individual buyer preferences. This does mean that logistics and carefully thought-out communicative strategy acquire decisive importance [8]. It is getting more important while in a modern communicative sphere customers become full participants. They are connected with new technology and thus marketing professionals have not only to think twice about the kind of strategy for applying [9] but also about the kind of respond they get back. Social respond is much more open in the age of New Information technology so social responsibility of marketing is getting more important.

Let’s have a look at the rights and obligations of buyers and sellers presented in a chart to understand better, how the system of marketing under present conditions looks like.

It becomes evident, that marketing management is closely connected with the product quality management. Marketing is being integrated into all managerial functions in an organization ensuring decision making on:

- Meeting the needs for environmentally friendly and healthy products;
- Innovative technologies in the resource markets that ensure clean production;
- Preparation of production;
- Costs optimization;
- Achieving definite volumes of production and sales, ensuring positive image of a company, market development.

There can now be observed a growing struggle among producers for survival under conditions of changing values and ideals of customers.

CONCLUSION

Concept of marketing should aim at creating a function of marketing that will be integrated into a complex system of product quality management.

First of all it is necessary to create an information basis, that will meet the demands of modern management system.

Fair and honest communication by means of advertising and PR can be viewed not only as guarantee of success or rational basis of business, but also as a responsible attitude towards market with its demands, hopes and unjustified promises. “Advertising has been usually criticized not only for its essential features but also for that impact that it has on society” [10].

In practice, it's the companies which are honest not only with their business partners (legal entities that affect the stability of a supply and marketing plan, or competitors who are able to influence the market position and revenues), but first of all with their customers, that have a constant target audience, whose loyalty can form even a greater "capital" than that in traditional economical terms-market share and profit figures.
REFERENCES