

В-четвертых, фирма перешла к выпуску транссезонных коллекций, быстрому обновлению ассортимента (стратегия «быстрой моды»). При этом коллекции выпускаются небольшими партиями, что исключает вероятность больших остатков товара на складах.

Таким образом, в современных условиях для улучшения внешнеторговой деятельности белорусских предприятий легкой промышленности необходимо активно внедрять актуальные маркетинговые стратегий. Однако проблема инвестиций остается острой, так как требуется техническое перевооружение существующих производств, создание «умных» фабрик и профильных кластеров.

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The Global Economic Impact of COVID-19

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The coronavirus pandemic may become a more dangerous “black swan” than the global economic crisis of 2008-2009. Uncertainty about the severity and duration of the coronavirus outbreak makes it impossible to form a definitive judgment about its economic impact. According to American experts, flu epidemics cost up to \$ 167 billion annually. Pandemics and public health emergencies have a negative impact on both the local and global economy. They cause a decrease in GDP growth and significant costs for economic recovery (table.1) [2], [3].

The darkest color in the table means the most severe consequences for the economy, and the coronavirus is now similar only to the Spanish flu (the losses were about \$3 billion [2]). Covid-19’s economic effects might outstrip the Spanish flu’s, due to the economy’s move towards in-person services, and globalized supply chains, all of which are vulnerable to an outbreak like this, even if the health effects turn out to be milder (we have a much more robust public health

infrastructure in 2020). And the world is also now much more globalized. For example, world trade as a percentage of GDP was 27.3% in 1970 and 59.4% – in 2018 [2].

Table 1. – Major epidemics of the last centuries and their impact on the economy

	Years	Death toll (percentage of influenced cases)	Economic damage
1. Spanish flu	1918–1920	40–50 million (9%)	6,6% GDP (\$3 trillion)
2. Asian Flu	1957	1.1million (unknown)	\$32 billion
3. Hong Kong Flu	1968	1 million (5%)	
4. SARS (China)	2002–2003	916 (10, 8%)	\$59 billion (China: -1.1% GDP)
5. Ebola	2014–2016	11 300 (40%)	\$32,5 billion
6. Swine Flu	2009	200 000 (unknown)	1–1.5% GDP (\$1 trillion)
7. COVID-19	2020	191 962 (unknown)	1% GDP and more

These epidemics were not as global as COVID-19 and mainly damaged the local economies where they originated (examples 2-5), but their costs were also high (more than \$32 billion). China’s losses will be now much greater than in 2003, (SARS outbreak caused losses of \$59 billion), because China’s GDP of the global total is now 17%, but not 4% as in 2003. COVID-19 is already equal to Swine flu in terms of its impact on the global economy, and the spread of the disease is still ongoing. The damage of previous epidemics was less noticeable, since at the time of their spread, the world economy was already either in a military or economic crisis, or recovering from difficult events. All viruses provoked a decline in oil prices, and COVID-19 for the first time in history had a strong negative impact on the stock market, collapsing the S&P500 index by 13%. But it is already clear that the COVID-19 cannot be compared with previous epidemics: the number of death toll is still lower, but the economic consequences will be much more severe.

Many experts mention that the global recession is here and now. We can only assume how much the world economy will pay as the consequences of pandemic and how it will affect GDP. Various forecasts for GDP growth in 2020 are presented in table 2.

It’s obvious that the estimates of GDP growth are decreasing rapidly. In January 2020 the forecast for global GDP growth in 2020 was **2.5%** (the World Bank), and at the end of March – approx. **0.4%**. Now the IMF and some research centers don’t expect global GDP growth in 2020 of more than **-2.5%**. The

consequences of Covid-19 will be the worst for the Eurozone and USA: GDP growth will be negative in any case. According to the average estimates of the new April forecasts, the GDP of the Eurozone will drop to -6.3 %, and the USA to -4.2%. By all estimates, China has the best growth figures and will continue to grow on average by 0.5%. According to the IMF, the world economy will recover only in 2021, its GDP growth will be **5.8%**.

Table 2. – GDP growth in 2019, 2020-2021 (forecast), %

source	GDP growth in 2019 (the IMF) [1]	the World Bank (january) [2]	S&P Global Ratings [4]	Moody's [5]	IIF [8]	The International Monetary Fund [1]	Economist Intelligence Unit [6]	Oxford Economics [7]	AVG (April)	MIN / MAX (March and April)	GDP growth in 2021 (forecast the IMF) [1]
World	29	2.5	04	05	04	-3.0	-2.5	-2.8	-2.8	-3.0/0.5	58
USA	23	1.8	-1.3	-2.0	-0.4	-5.9	-2.9	-3.8	-4.2	-5.9/-0.4	47
Euro-zone	12	1	-2.0	-2.2	-2.8	-7.5	-6.0	-5.5	-6.3	-7.5/-2.0	47
China	61	5.9 2.3 (march)	29	33	35	12	10	-0.7	05	-0.7/3.5	92
		made at the end of March and earlier				made in mid – April					

The COVID-19 pandemic is inflicting rising human costs worldwide. The lockdowns will inflict on domestic activity, trade, and global supply chains. The huge labor shakeouts seen in the US and European will be a massive economic fallout. St. Louis FED economists project employment reductions of 47 million in USA, which would translate to a 32.1% unemployment rate. Many countries face a multi-layered crisis comprising a health shock, domestic economic disruptions, plummeting external demand, capital flow reversals, a collapse in commodity prices.

The real consequences are very difficult to assess now. The costs of COVID-19 are already high: according to estimates of the IMF, G20 governments have promised a \$5 trillion (6% GDP) revival effort, major central banks have slashed rates and restarted asset purchases [1]. US Senate passes historic \$2 trillion rescue package. As general Secretary of the OECD said, the recovery from the

economic shock won't take the form of a "V" – with a rapid return of growth. This will be like a "U" with a long period of decline before the economy gets to a recovery period.

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Маркетинг 3.0 как современная концепция управления отечественными санаториями

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Маркетинг 3.0, или ценностно-ориентированный маркетинг, – современная концепция маркетинга, разработанная Ф. Котлером, А. Сетиаваном и Х. Картаджайя. Авторы характеризуют данный вид маркетинга как этап, когда компания переходит от ориентации на потребителя к ориентации на человека, когда погоня за рентабельностью сочетается с корпоративной ответственностью. Организация рассматривается как сообщество