

Demand and utility: New methodology

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Abstract

© 2014, Canadian Center of Science and Education. All rights reserved. In paper consider the impact of information and advertising on consumer behavior and the process of productive differentiation formation. Advertising, television, radio, magazines and direct mail as major constraints of mass media may act as sources of information. Economics modernization aimed at accelerated development of the knowledge intensive industries, which contribute to Russia's entrance at the world economy; the reset of manufacturing base of Russian economics; development of import substitution industries and limited participation in international labor specialization.

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Keywords

Heterogeneous goods, Product demand and grade, Profits, Quality