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## THE NEED FOR INTERNET MARKETING IN A COMPETITIVE ENVIRONMENT

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### ABSTRACT

*This article provides a theoretical analysis of the use of Internet marketing in improving the quality of management of the activities of firms. The types and main functions of modern technologies in the activities of firms are displayed. The basics of Internet marketing and its use in the development of the company are summarized, and the features in the management of the company's activities are also highlighted.*

**KEYWORDS:** *E-Commerce, Internet Marketing, SCM Technologies, Virtual Economy, E-Market, Competitiveness.*

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