

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
TERNOPOL NATIONAL ECONOMICS UNIVERSITY
FACULTY OF ECONOMICS AND MANAGEMENT

FORMING OF THE MARKETING MECHANISM OF SUSTAINABLE URBAN TRANSPORT DEVELOPMENT ON THE PRINCIPLES OF ECOLOGICAL LOGISTICS

Monograph

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Warszawa
(Międzynarodowe Centrum Edukacji i Rozwoju)
Ternopil
2018

УДК 339.138

Ф 79

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*Recommended for publication by the Academic Council
of the Ternopil National Economic University
(protocol № 5 from 21.12.2018)*

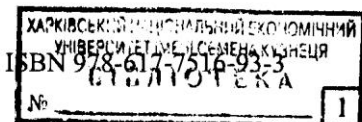
Ф 79 **Forming** of the marketing mechanism of sustainable urban transport development on the principles of ecological logistics: Monograph. / [Sc. ed. by T.M. Borisova, G. L. Monastyrskiy]; lit. ed. by Lutsiv R.S.- Ternopil: Osadtsa U.V., 2018. - 176 p.

ISBN 978-617-7516-93-3

The monograph covers a set of problems related to research the modern paradigm of marketing of the subjects of the city public transport, the study of the quality of urban public transport services in Ukraine, the behavior of consumers of urban public transport, marketing mechanism for implementing the environmental function of the subjects of the urban public transport.

It is designed for scientific and practical workers, teachers, students of higher educational establishments.

УДК 339.138



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