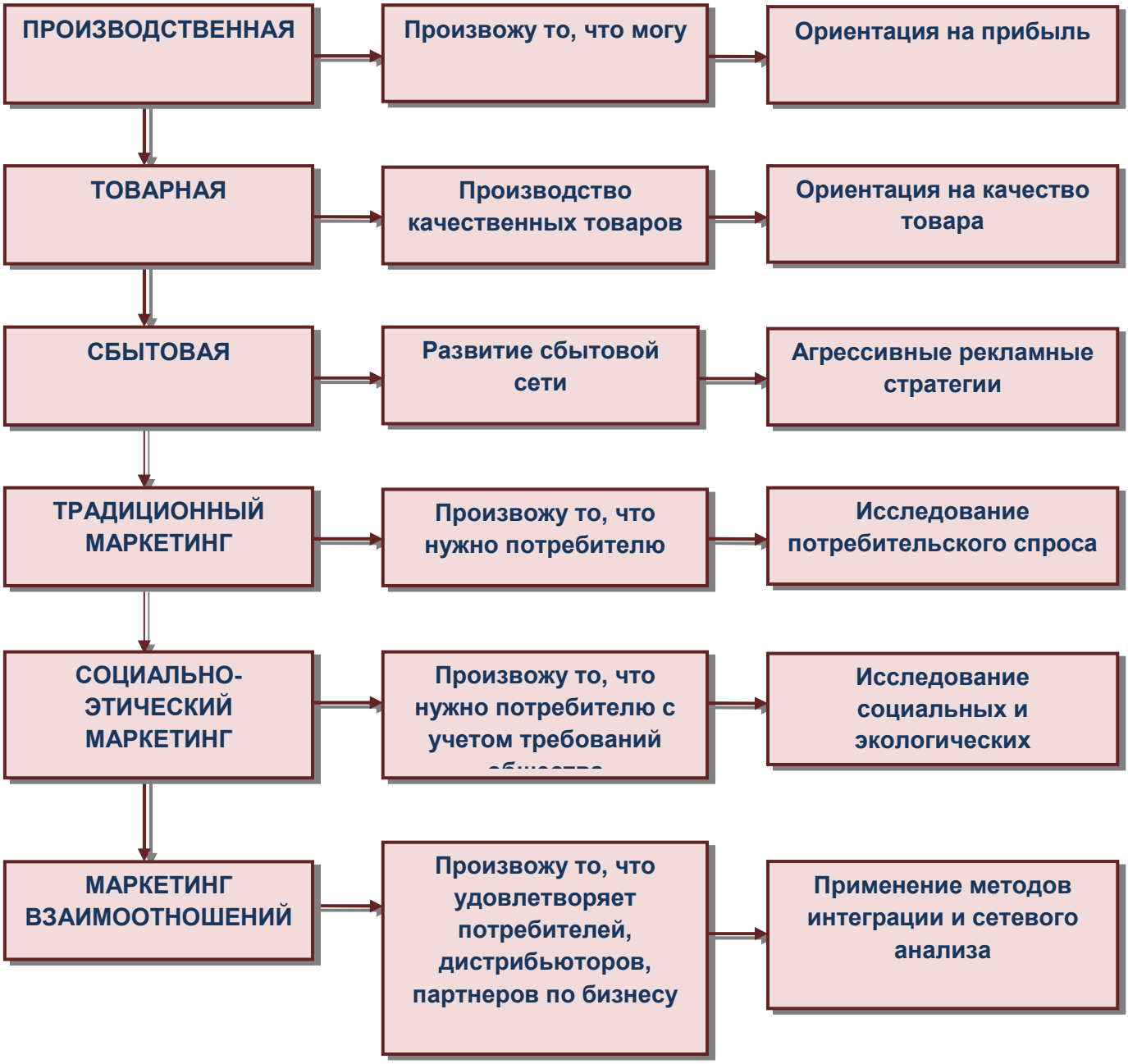ЭВОЛЮЦИЯ КОНЦЕПЦИЙ МАРКЕТИНГА