

their customers the feeling of being special. They succeeded while selling cars called Phantom, that were extremely expensive, thanks to limiting an access to the product to only a few clients.

No doubt that the target audience of the car industry is probably less wise than, for example, the shoe one. Anyway, this scope is allowed to position itself using the similar philosophy. Vans Company was creative and noticed an underserved niche market: the skaters. In this case everybody is able to purchase, but the targets are looking for the brand describing their personality and showing the status. Target audience choose its inherent Unique Selling Point Sales, so the sales channel made the brand image.

Unusually strong campaign was launched by Dove. They have preferred to focus on promotion of the natural beauty instead of the product. As a result, the organization was caused to re-create their brand to use another strategy, which is called Reverse Marketing. As a benefit they got one billion dollars more for the first counted period. That example explained that customer may be more likely to approach potential sellers who offer the product he desires than those who use the traditional marketing which is meant to look for the right target and set of buyers.

The Golden Rule of marketing says: 'If the product is seen, it is not necessary to be bought. If the product is not seen, it is certainly not bought'. An average customer chooses only the product which is well known by him. Reaction and emotions are the best ways to make him not only see, but also remember and be aware of the brand's existence on the market. The brand is better sold if it is known not just by its name, but when it causes customer to become emotional towards it. Marketer should be able to provoke reaction to win the market.

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MISTAKES IN ENTERPRISE

The success in studying is measured by absence of mistakes. If a test is done without any mistakes, you get "excellent". In the real world everything is vice versa.

Why do so few graduates of business schools become entrepreneurs? Books for managers teach people to minimize risks, to avoid mistakes. The majority of people are paid for not making any mistakes. For example, lawyers, accountants, financiers, and teachers. Why is it so important to make mistakes in enterprise? There is a big difference between those, who learn from their mistakes and those, who repeat one and the same mistake again and again. The main point is to make

mistakes, to learn from them and adjust your actions, to apply your experience in practice, then again undergo setbacks.

Buckminster Fuller once said, that a mistake is a sin only when it isn't acknowledged.

There are people, who remember their mistakes for a long time and feel sorry. The others think that they couldn't be mistaken, and then repeat them again and again. Some people fully deny their mistakes. Their negative experience contributes to aggravation and recurrence of errors as a result. It can be argued that if a person makes a mistake, and he's lying, denying and blaming others, but doesn't learn any lessons from this situation, he is not moving forward, not developing, and even doesn't remain on the same stage, where he was, he simply moves back.

There should be a courage to stand corrected and wisdom to conclude. Einstein said that only the Universe and human stupidity are endless. Human necessity to study during their whole life could be added in this list. Everyone can be mistaken, but the only question is how you cope with it and which lessons you learn.

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NEW GENERATION SOLAR-POWERED AIRCRAFT

Aviation has always been one of the most technologically – advanced and innovative sectors in the world. Today, aircraft designers and engineers are working on significant technological improvements to manufacture new generation aircraft with optimized efficiency, reduced environmental impact and economic feasibility.

One of the most important environmental concerns of modern aviation is greenhouse gas emission produced by large aircraft. The solution to this problem is a new generation fixed-wing solar-powered aircraft designed by Swiss engineers to show the capabilities of renewable energy in aviation.

The privately financed Solar Impulse is a long-range experimental solar-powered aircraft project developed in 2003 at the École Polytechnique Fédérale de Lausanne, Switzerland. Solar Impulse is considered to be the name of two interrelated aircraft projects: Solar Impulse 1, launched in 2009 and Solar Impulse 2, which performed its first successful flight in 2014. These single-seat monoplanes are powered by photovoltaic cells and can take off on their own best solar power.