УДК 339.138

**REPUTATION MARKETING**

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Purpose: to consider the reputation marketing peculiarities in development of internet-based technology. Discussion: to analyze the evolution of the use of a diverse arsenal of means and methods of forming the image in the business. The focus on expert evaluation of consumers requirements are increased for business reputation as a complex phenomenon. Reputational marketing tasks on expanding the elements forming the brand image are considerably more complicated. Results: to increase the involvement of target groups in business activities by monitoring a large number of measurable indicators of the reputation with the help of internet-based technology.

**Key words:** business reputation, brand, brand image, marketing effectiveness.

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