

THE FORMATION OF COMPANY IMAGE

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Image is a complex phenomenon, that consists of different factors which blend together and formation of image of successful company must pay attention to every little detail, carefully analyzing each step and thinking about each solution. Therefore, the article describes the concept of company image, the main objectives of image, image formation stages, factors that affect the organization image.

The article substantiates the definition of "image". Special attention is paid to consideration the formation of company image,

stages which it must undergo to achieve the desired result. It is important to remember that factors external and internal environment also influence the formation of company image, so we consider them detail and describe.

Particular attention is paid to the grouping circuit elements the formation of company image.

All elements of image formation must be interconnected and operate as a single entity, and each of these elements we consider detail in the article.