

which relates to the cost of construction, and some are charged to financial results of an enterprise [3, p. 13]. As is known, income (or loss) from industrial and economic activity is defined as the difference between the proceeds from the sale of construction products on current prices (excluding VAT and excise taxes) and the cost of its production and sale.

Thus, the struggle of a construction company to reduce production costs is the most important task of improving its economic efficiency [4]. Inaccuracy when displaying expenses will adversely affect the pricing leading to losses and reducing construction product demand [3, p. 13].

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## **FOREIGN LANGUAGE AS A MEANS OF BUILDING A COMPETITIVE SPECIALIST’S SUCCESSFUL CAREER**

Knowledge of English is an important competitive advantage, and not just for a single person, but for the country as a whole. Thus, according to a study conducted by Education First in more than fifty countries around the world, there is a direct dependence between the level of English and the state of the economy. The better inhabitants of a state speak English, the higher the investment attractiveness is (of course, this does not affect all sectors of the economy), the easier it is to find qualified professionals who are ready to work with international companies.

In the ranking compiled by the same Education First, the first 11 lines are occupied by developed European countries. For Europeans, the individual good English is the opportunity to travel more and to communicate freely, the access to prestigious vacancies in major multinational companies in the field of modern technologies.

English is the key language of modern information space, the volume and quality of knowledge available in English is significantly higher than in any other language. So, the advantage is not only that you can communicate in English with native speakers, a more compelling motive is the ability to improve your skills constantly and to maintain contacts with colleagues and employers from around the world.

Moreover, you must be fluent in English if you plan to cooperate with foreign customers or want to get a contract abroad. You can work with a German, Korean or American company, in any event, to communicate with the employer you will need English, and today it is the language of international communication, individual English at a good level is the norm for everyone in the business world.

However, even if your current job or future profession is not related to modern technology or, for example, tourism, do not forget that English offers great opportunities to education, training and successful employment in various fields. Firstly, there is a large number of international programs for promising students and young professionals, but participation in them is not possible without knowledge of the English language. Secondly, vacancies in foreign companies, as a rule, are more attractive both financially and for career plans, but to qualify for the coveted position you need to demonstrate this knowledge of spoken and business English. Also, your individual English is to be at a good level if you want to occupy senior management positions, no matter what kind of company in question - domestic or foreign.

Another modern tendency, which is directly connected with the knowledge of English – higher education abroad. Courses for international students are generally in English, not only in English-speaking countries, as, for example, in Northern Europe. Advantages of Western European or American education are international recognition of diplomas, the opportunity to get a high-paid job.

Among the major obstacles to learning English is the lack of a re-

ally strong motivation, freedom and belief in the result. It is important to choose effective teaching methods, and not to throw the English lessons for a long time, practice in one form or another is needed constantly. At the same time, conversational practice is especially important, but when your goal is to increase the level of English, to learn the language of business, it should be a really high-quality conversational practice, ideally with native speakers.

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## **ARE YOU SELLING THE RIGHT COLOUR?**

One of the main aims of marketing culture is to investigate the target market before launching the product or a promotion campaign. However, what proportion of success can a product colour play? A. Paramar claims that colour is the least expensive way to change the product [1]. Mubeen M. Aslam, the researcher from the University of Wollongong Australia, proves this statement with his investigation of psychological and sociocultural associations, meanings of colors in a cross-cultural marketing perspective. He outlines its role as a marketing cue [2].

Colour is an integral element of corporate and marketing communications. It helps companies being marketed and differentiated. And ones selling products worldwide strive to maintain a consistent brand image throughout their markets: Chevron uses red, white and blue, Shell uses yellow and red. For merchandise colour signals product's physical features, influencing perceptions of price, quality and wider image of the retail offer [3]. Food colour affects the consumer's ability to identify flavor correctly and forms distinct flavor profiles and preferences, and dominates other flavor information sources including labelling and taste. So, colour takes on enormous importance for sellers.