

<p>?????????? ?????????? ?????????????? ??????? ??????? ?? ?? ?????????? ??????
????????? ?????????? ?????? FMCG-???????, ???? Stella Artois ? Coca-Cola.</p>
<p>?????? ?♦2000??, M&S, ???? ?????, ?????? ?♦?????? ????????????, ????
?????? ?????????? ????????, ??????? ??? ???, ?????? ?♦?????? ????
??????, ?????????? ?????????? ?♦?????? ?????, ?♦?????? ??????.
?????? ???
(Stuart Rose), ??? Marks & Spencer, ??? ?????? ?????? ??????: ♦?♦??????
?????? 16♦?????? ?♦????????? ?????? ???????, ?♦????????????????? ??????
?????? ?♦?????? ?????????? ???????, ?????? ?????????? ?????? ?♦M&S. ??♦??????
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??????????, ?????? ???, ?????? ?????? ?????? ?♦?????? ?????? ?♦?????? ???
?????♦.</p> <p>????????? ??????? ??? ?????? ?????? ?????? ???????, ??? ?♦M&S
??? ???????????, ??? ??, ??? ?????? ?♦????????? ?????? ?????? ?????? ??????
??♦?????. ??? ?????????? ???????, ?????????????? ???????, ??? ??
??????, ?????? ?????????? ?♦????????????? ?????.
????? ?????? (John Dixon),
?????? M&S ??♦?????? ????????, ??????: ♦????????? ?♦?????????♦ ???????,
?♦?????? ?♦?????? ?♦?????? ?????? ??????????????♦ ?♦?????? Marmite
?♦Kit♦Kat, ?♦ ??? ?????, ???????, ??????? ?♦????????????? ?♦?????? M&S, ??
????? ?????????? ?????? ?♦?????? Marks & Spencer
?????? Stella Artois, Cadbury Wispa, Kellogg's Cheerios, Jacobs Cream Crackers, Pantene,
Baileys Irish Cream, Whiskas ?♦Coca-Cola.</p> <p>????????? ?????????????? ??????
M&S ?????? ?????? ??????-?????? ?♦?????? ?????????? ??♦???, ?????? ??
?????????? ??????? ?????? ?♦?????? ?????????? ?????????????? ??????????????
?????????.
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Spencer ?????????? ?????? ?????? ?????????? ??♦????????? ?♦????????? ??♦0.9
% ?????????? ?????? ?????????? M&S ??♦????????? ??????, ?♦?? ??, ??
????????? ?????? ??????????♦ ?♦????????????? ?♦????????? ?????? ?♦?????????
????????? ?????? ?????? ?♦50♦???. ?? .</p> <p>????? ??????</p> <p><span
style="font-size: 8pt;">???????: adindex.ru</p> <h3>????????? ?????? ?
Marks & Spencer!</h3> ????? ??????????: Marks&Spencer (??
"??????"), Marks&Spen?er
(????????????? ?? ?♦??????♦), Marks&Spen?er
(????????????? ?? ?♦??????♦), Marks&Spen?er (??
"??????"), Marks&Spen?er (??
"??????"), Marks&Spen?er (??
"??????"), Marks&Spen?er (??
?♦??????♦), Marks&Spen?er (?? <p
style="text-align: justify;">????? 3 ???, ? 6 ?? 8 ?????? ? ??? ??????????

Marks & Spencer ?????????? ????????? ?????!</p> <p style="text-align: justify;">????????????? ?????? ?? ?????????????? ?????, ??????????
????????? ??????:</p> <ul style="text-align: justify;"> 1000??? - 20%
?????? 1500??? - 25% ?????? 2000??? - 30% ?????? <p style="text-align: justify;">????? ?????????? ?? ??? ??????????????
??????.</p> <p>??????</p> <p>◆Marks & Spencer◆ (?????. ?????? ? ??????) ◆
????? ?????? ?????????? ?????????????? ?????? ? 43-? ? ?????? ?????????? ??????
?????????. ?????? ?????????? ?????? 885 ??????????, ?? ??? 600 ◆ ?
????????????? ? 225 ◆ ? 40 ?????? ??????.
Marks & Spencer ?????? ???
????????? ??? ?????????????? ??????, ?? ? ?????????? ?????? ?????? M&S
????????????? ????? ?????????????? ??????-????????????? ?????????? ? ??????????
?????????????, ???, ?????????????????? ?????????? ? ?.?.
? 1998 ??? M&S ???
????? ?????????? ??????????, ?????? ?????? ?????? ?????? ?1 ??? (??? ????
?????).</p> <p>◆</p>