

## **PECULIARITIES OF BUSINESS COMMUNICATION IN REALIZATION OF ENTERPRISE FOREIGN ECONOMIC ACTIVITIES**

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The active foreign economic activity of the enterprises which have developed in recent years, has small dynamic development which, unfortunately, was aggravated by the beginning of the economic crisis. Due to this, there are certain problems in the activity of enterprises, related, first of all, to the financial sphere and the ability of the enterprise to prove its competitiveness in the international markets. That is why the general economic tendencies of innovative development of the economy in the conditions of international integration require the definition of the peculiarities of business communication as in the conduct of business communication with foreign partners and the conduct of negotiations, as well as in the negotiations.

Business communication is a process. Based on the generalization of literary sources, we propose the following definitive term "communication" - it is a complex, multifaceted process of establishing that development of contacts between people, generating needs. Any kind of business activity in foreign economic activity foresees intense business communication with foreign partners, potential consumers and suppliers, numerous organizations, which provide post, transport. The success of any of these activities depends to a large extent on the art of the specialist, the proper accounting of the situation, the peculiarities of the business partners, the correctness of the choice of strategy and tactics of business communication, the degree of preliminary preparation. Foreign economic activity today is a constituent of a larger number of all enterprises that are engaged in various branches of industry. Exit to the overseas markets, the conquest of new segments of consumers, the promotion of new, innovative or already existing goods, the expansion of the scope of its activities, etc. - all this foreshadows business communication with business partners.

National peculiarities and cultural differences of partners influence business relations not only in the case of conflict between the parties. The difference of mentality sometimes not only allows to negotiate effectively and effectively, but even to begin with them.

Today, the framework for business communication with foreign partners is expanding significantly. An integral component is advertising, secular communication and meetings with foreign partners in a non-business environment. The success of the enterprise, the case or the project is largely dependent on the ability to present their positions in the most favorable light, to seek a partner, to influence his decision, to create a favorable impression. Possession of all genres of business communication and understanding of their peculiarities is within the professional competence of the manager and the manager, who set their purpose to achieve the goal in a the best way and think not only of today's success, but also of prospects. Therefore, you can be confident in further disseminating research in this direction.