

## THE INTRA - EVALUATION OF MARKETING

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**Abstract.** The intra-marketing - an activity to ensure a high level of employee satisfaction on the basis of the formation and development of their competencies in order to increase the competitiveness of the organization. intra-Marketing Effectiveness is determined by the level of employee satisfaction, client orientation, and their loyalty to the organization.

**Keywords:** intraorganizational marketing; efficiency; methods for evaluating the effectiveness of intra marketing; competitiveness; motivation system; employee satisfaction organization.

**JEL codes:** J39; M31; M12.

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