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DEVELOPMENT OF LOGISTICS IN THE CONDITIONS OF GLOBALIZATION

The processes of globalization, internationalisation and transnationalisation taking place in the world economy have significantly increased the role of logistics as a connecting element in the system of international business and emphasized the need for the formation and optimization of international transport and logistics systems. Economic integration and multilateral cooperation are the tools that ensure an adequate and flexible response to changes in consumer preferences, as well as coordination of the operation of transport infrastructure in the context of "intermodalism" [6, p. 72].

Globalization is a process of exchange of goods, services, capital and labor that goes beyond state borders and takes the form of permanent and steadily growing intergovernmental integration of economies. Globalization is associated with a set of the most acute, vitally important global human problems, the solution of which requires the combined efforts of all peoples and states [3].

The result of the impact of the globalization process is the formation of a global economy. The global economy is considered as a socio-economic process, the content of which is the growing relationship and interdependence of national economies, the merging of national markets into a single world market [2, p. 23].

An important factor of globalization is the increasing standardization of demand in individual product markets, as a result of which it becomes expedient to replace differentiated regional marketing strategies with a unified global marketing strategy [4, p. 41–93].

In the conditions of globalization, the volume of movement of material and human resources between countries is increasing, which brings to the fore the need for logistical support for the movement of material flows of enterprises. Logistics support of the global market of material flow movement:

1. contributes to the further development of enterprises due to market growth, savings due to the scale of production and increased profitability;
2. helps enterprises to actively exchange the latest technological achievements (know-how), the results of effective scientific developments, inventions, which will contribute to the convergence of the economic levels of different countries, their social and economic integration;
3. forms large transnational companies and financial industrial groups that use logistics chains and channels in business based on the use of international division of labor and cooperation;
4. creates opportunities for flexible response to changes in the environment, using methods of postponement and localization, which is inextricably linked with the transparency of logistics channels and allows better management of the flow of goods, optimization of production, transport and warehouse capacities, keeping stocks at a minimum level [2; 5].

In today's conditions, the main tasks of logistics in the world market are the creation and use of the latest functional logistics systems, the formation of global industrial unions, the expansion of logistics and marketing operations and their continuous development. Further globalization of logistics requires:

- reduction of logistics costs and improvement of logistics service;

- increase in sales volumes by developing new regional public procurement markets;
- emergence of international logistics intermediaries with a developed global infrastructure;
- further development of international trade processes;
- deregulation of transportation;
- reduction of environmental load and introduction of innovations in the infrastructure of global logistics networks [2].

Thus, in the conditions of globalization, logistics contributes to the creation of global logistics systems for the free and fast movement of capital, information and goods between countries.

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THE EVER-EVOLVING LANDSCAPE OF MODERN GRAPHIC DESIGN

Introduction:

Graphic design has undergone a transformative journey, propelled by technological advancements, shifting cultural landscapes, and evolving consumer expectations. In the digital age, where visual communication reigns supreme, modern graphic design serves as the cornerstone of brand identity, user experience, and storytelling. Let's explore the dynamic facets of contemporary graphic design, drawing insights from leading experts in the field.

1. Embracing Minimalism:

Minimalism continues to be a prevailing trend in modern graphic design, characterized by simplicity, clarity, and an emphasis on essential elements. According to Dieter Rams, a renowned industrial designer, "Good design is as little design as possible." This sentiment underscores the ethos of minimalist design, championed by influential figures like Rams and design movements such as Bauhaus.

2. Responsive Design for a Multi-Device World:

With the proliferation of smartphones, tablets, and wearables, designers are tasked with creating experiences that seamlessly adapt to various screen sizes and