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**THE SHAPING OF A SYMBOLIC MODEL OF THE EURASIAN ECONOMIC UNION AS BASIS FOR
MARKETING STRATEGY**

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The goal of the article is to provide the socio-historical and marketing analysis of the construction of the symbolic system of the Eurasian Economic Union. The key idea is the symbols can be seen as effective social technology of shaping symbolic of EAEU model. It is established that the symbolic system of the Eurasian Economic Union is shaping on the logic of (dis)connection and (dis)integration with the meanings of the symbols of the Soviet symbolic system. In the framework of the relations between former Soviet Republics the categorical opposition of (dis)integration and (dis)connection couples implies greater interaction of Russia, Belarus, Kazakhstan, Kyrgyzstan and Armenia. In the context of the formation of the EAEU the logic of "integration/connection" is based on the attempt of "revival" of meanings that can be the basis for the formation of a system of universally valid symbols of the EAEU. The inner strength of such integrative process lies in the fact that a union is not seeking the reincarnation of the old symbols of the Soviet era, serving the expression of utopian ideas. The main findings of the research can be the basis for practical recommendations in terms of marketing strategy of the EAEU.

Keywords: symbol, symbolic model of EAEU, symbols as means for marketing strategy of EAEU

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