

<p style="text-align: justify; direction: rtl; unicode-bidi: embed;">????? ???? ?
 ??????? ???? ???? ?????? ?? ?? ?? ?????? ????? ????? ?????????? ????? ??????????? ? ????? ??
 ??? ?? ?????? ??? ?? ?? ?????????? ??? ?????? ?????? ?? ?????? ?????? ????? ? ?????? ??????? ???
 ??????????? ? ????? ?????? ?? ?????? ????. ??? ?????????? ?????? ????? ?????? ?????? ?????????? ?? ?????
 ?????? ?????? ??? ?? ?????? ?????? ??? ?? ?????? ?????????? ??? ?????? ?????? ?????? ? ?????????????? ???????
 ????? ?? ?????? ?????????? ?? ?????????? ?? ?????? ?????? ?? ?????????? ?????????? ??? ?????? ?? ????. ???
 ◆?????? ????? ? ?????????? ????? ?????? ?? ?????????? ?????? ?????? ?? ?????? ?? ?????? ??? ?????? ???
 ?? ?? ?????? ?????? ?????? ?????????????? ?????? / ?????? ?????? ??? ??? ?? ?????? ? ?????? ?????? ? ??
 ?????? ?????? ??????????. ??????? ?? ?????? ?????? ?????? ?? ??? ??? ?? ?????????? ?????? ?? ??? ??????
 ??? ??:</p> <p style="margin: 0cm 36pt 0.0001pt 0cm; text-align: justify;
 direction: rtl; unicode-bidi: embed;">?. ?????? ?????????? ??? ?????????????</p> <p
 style="margin: 0cm 36pt 0.0001pt 0cm; direction: rtl; unicode-bidi: embed;
 text-align: justify;">?. ?????? ?????? ?????? ? ?????</p> <p style="margin: 0cm 36pt
 0.0001pt 0cm; direction: rtl; unicode-bidi: embed; text-align: justify;">?. ??????? ????
 (Positioning)</p> <p style="margin: 0cm 36pt 0.0001pt 0cm; text-align: justify;
 direction: rtl; unicode-bidi: embed;">?. ????????? (Branding)</p> <p style="margin:
 0cm 36pt 0.0001pt 0cm; text-align: justify; direction: rtl; unicode-bidi: embed;">?.
 ????? ??????</p> <p style="margin: 0cm 36pt 0.0001pt 0cm; text-align: justify;
 direction: rtl; unicode-bidi: embed;">?. ?????? ?????????? ??? ?????? ? ???</p> <p
 style="margin: 0cm 36pt 0.0001pt 0cm; text-align: justify; direction: rtl;
 unicode-bidi: embed;">?. ?????? ?? ?? ?????</p> <p style="margin: 0cm 36pt
 0.0001pt 0cm; text-align: justify; direction: rtl; unicode-bidi: embed;">?. ?????????
 ?????????? ?????????? ?????????????? ? ?????</p> <p style="margin: 0cm 36pt 0.0001pt 0cm;
 text-align: justify; direction: rtl; unicode-bidi: embed;">?. ??????? ??????? ?? ??????
 (CRM)</p> <p style="margin: 0cm 36pt 0.0001pt 0cm; text-align: justify;
 direction: rtl; unicode-bidi: embed;">??. ?????? ??????? ?????????? ?????????????</p>