

Это закон Вебера-Фехнера, который гласит, что покупатели ощущают ценовые различия в процентном выражении иначе, чем в абсолютном выражении.

Также маркетологи разрабатывают контекст покупки, который создаёт иллюзию того, что цена является справедливой и разумной. Пример: реклама «Chevrolet» – «Этот автомобиль в день стоит дешевле, чем гамбургер, картофель-фри и коктейль – всего 6,23 у.е. в день».

Таким образом, восприятие покупателем цены товара напрямую влияет на эффективность продаж и прибыльность компании-продавца. Поэтому маркетинговой службе любой фирмы необходимо уметь предугадывать, моделировать возможную реакцию потребителя на выбранную ценовую стратегию, а также учитывать как можно больше психологических факторов при ее разработке. И главное помнить: когда удовлетворен потребитель, выигрывает как потребитель, так и компания.

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HANS KREBS – FROM PHYSICIAN TO FAMOUS BIOCHEMIST

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Sir Hans Adolf Krebs was born at Hildesheim, Germany, on August 25th, 1900. The son of a physician, Hans Krebs attended several German universities before receiving his medical degree from the University of Hamburg in 1925. Although he set up practice as an ear, nose and throat specialist (his father's occupation), he soon realized he preferred doing research and, a year later, became an assistant to the noted biochemist Otto Warburg at the Kaiser Wilhelm Institute in Berlin, Germany. In 1930, he returned to hospital work, first at the Municipal Hospital at Altona under Professor L. Lichtwitz and later at the Medical Clinic of the University of Freiburg-im-Breisgau under Professor S. J. Thannhauser.

In the course of several years of research, Krebs discovered that when amino acids were broken down (or degraded), their nitrogen atoms were the first to be stripped away. After this deamination process, the nitrogen atoms were excreted from the body in the form of urea, a major component in urine. By 1932, Krebs was able to describe several of the basic steps in urea formation and to discuss what happened to the remainder of the amino acids. His "urea cycle" won Krebs some fame but by then the Nazi movement was becoming more powerful and, like almost all of Germany's Jewish scientists, Krebs decided to leave the country.

In June 1933, the National Socialist Government terminated his appointment and he went, at the invitation of Sir Frederick Gowland Hopkins, to the School of Biochemistry, Cambridge, where he held a Rockefeller Studentship until 1934, when he was appointed Demonstrator of Biochemistry in the University of Cambridge.

In 1935, he was appointed Lecturer in Pharmacology at the University of Sheffield, and in 1938 Lecturer-in-Charge of the Department of Biochemistry then newly founded there.

In 1945 this appointment was raised to that of Professor, and of Director of a Medical Research Council's research unit established in his Department. In 1954 he was appointed Whitley Professor of Biochemistry in the University of Oxford and the Medical Research Council's Unit for Research in Cell Metabolism was transferred to Oxford.

Professor Krebs' researches have been mainly concerned with various aspects of intermediary metabolism. Among the subjects he has studied are the synthesis of urea in the mammalian liver, the synthesis of uric acid and purine bases in birds, the intermediary stages of the oxidation of food-stuffs, the mechanism of the active transport of electrolytes and the relations between cell respiration and the generation of adenosine polyphosphates.

Among his many publications is the remarkable survey of energy transformations in living matter, published in 1957, in collaboration with H. L. Kornberg, which discusses the complex chemical processes which provide living organisms with high-energy phosphate by way of what is known as the Krebs or citric acid cycle. For his work, Krebs shared the 1953 Nobel Prize in physiology or medicine with Lipmann.

Hans Krebs died on November 22, 1981.