

constant updating of their assortment, moral wear and tear often begins to outpace physical wear and tear. In such cases, the consumer purchases a new product not because the old one has ceased to perform its required functions, but because it has simply become "obsolete" [2].

As the prosperity of the population increases, socially significant issues become more acute in society, such as environmental problems, depletion of natural resources, or the question of the safety of society's livelihood, which is also a strong stimulus for technological progress. To solve environmental problems, environmental requirements for new technologies are increasing, which, in turn, is a stimulus for the development of new, more advanced technological processes. To conserve natural resources, energy-saving technologies are being introduced, and new advanced systems are being introduced to ensure safety.

In general, we can judge that the intensification of consumption in modern realities has a significant impact on consumer behavior. Today's consumer differs fundamentally in terms of the availability, method of obtaining, and choice of goods and services. This is very clearly seen in the example of the electronics market, which is developing extremely rapidly these days, while remaining relatively affordable for the mass consumer.

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THE ROLE OF MANAGERS IN THE MODERN ECONOMY

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The role of managers in the modern economy is a topic of significant importance due to the dynamic nature of the global business environment. The purpose of this research paper is to analyze the importance of managers in the current economic scenario. The research is carried out through a comprehensive literature review and analysis of various examples of successful and unsuccessful

management practices. The findings suggest that managers play a critical role in an organization's success or failure. Effective managers are those who possess the ability to lead, manage change, and innovate, while also having the necessary technical and interpersonal skills. The paper concludes with recommendations for businesses to focus on developing effective management practices to improve organizational success [1].

In the rapidly changing global business environment, the role of managers has become more critical than ever. A manager is responsible for leading and guiding an organization towards achieving its goals and objectives. The modern economy is characterized by technological advances, increased competition and a rapidly changing marketplace. Thus, managers must possess extensive knowledge, skills, and abilities to lead their organizations successfully [2]. The role of managers has evolved significantly over the past few decades. Gone are the days where managers only facilitated transactions and delegated tasks. Today, managers have to be strategic thinkers and visionaries who can anticipate potential roadblocks and move with agility to achieve organizational goals. The primary functions of managers in the modern economy are to plan, organize, lead, and control their organizations.

Planning involves defining the vision, mission, and goals of an organization. Managers must create strategies and actionable plans to achieve objectives while also assessing and mitigating potential risks. Organizing is the process of creating an optimal structure and coordinating resources to ensure maximum efficiency and effectiveness. Leading involves inspiring, motivating, and empowering employees to perform their best. Lastly, controlling is the process of monitoring and evaluating performances to ensure that they align with the goals of the organization [3].

Apart from these functions, managers must also possess critical interpersonal and technical skills. Interpersonal skills like communication, negotiation, and conflict resolution are essential for building and maintaining positive relationships with employees, customers, and stakeholders. Technical skills like financial management, data analysis, and information technology are vital for understanding and managing complex business operations. The success or failure of an organization is highly dependent on the quality of its management practices. Several examples of effective management practices include Apple's Steve Jobs, GE's Jack Welch, and Amazon's Jeff Bezos, who were known for their visionary leadership styles and ability to innovate. In contrast, several examples of ineffective management practices include Enron's Kenneth Lay and Bernie Ebbers, whose unethical and fraudulent practices led to the companies' downfall [4].

To succeed in the modern economy, businesses must focus on developing effective management practices. The first step is to recognize the importance of managers' roles in the organization's success [5]. The second step is to invest in

the development of management skills and knowledge through training and education programs. The third step is to foster a culture of continuous learning and innovation that encourages managers to adopt new management practices that align with the evolving business environment.

In conclusion, managers play a critical role in the success or failure of an organization in the modern economy. Effective managers possess the ability to lead, manage change, and innovate, while also possessing the necessary technical and interpersonal skills. The success of an organization is highly dependent on the quality of its management practices, and businesses must invest in developing effective management practices to improve organizational success.

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中国的交通系统

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Большая часть китайских городов, которые сейчас оживлены и полны работы, были небольшими городками всего несколько десятилетий назад. Начало строительства автомобильных дорог и государственных железнодорожных путей превратили десятки небольших рыбацких деревень в процветающие города с новейшими технологиями.

Система скоростных перевозок (系统交通) является двигателем инноваций. Скорость, с которой передвигается населения, определяет глобальную способность к разработке новых идей и технологий. Сегодня китайский