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## **ABSTRACTS**

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### **FUNDAMENTALS OF THE CREATION OF POSITIVE IMAGE OF MODERN RUSSIA**

**A.I. SCHCHERBININ, N.G. SCHCHERBININA**

Self-identification of any subject is the most important component in its governance. The aspects of creation of the positive image of Russia are discussed.

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### **A STUDY OF INVOLVEMENT OF CEOS INTO THE DOCUMENTS CIRCULATION IN ORGANIZATION**

**V.E. KIRIENKO**

Results of statistical study of involvement of city administration executives into processing documents flow are presented.

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### **NEW EDITORIAL TECHNOLOGIES IN THE SYSTEM «MASS-MEDIA AND SOCIETY»**

**I.V. ZHILAVSKAYA**

Change processes in mass-media editorial technologies, following alterations of relations between the media and society in modern Russia, are discussed.

## **CHARITY AND ROTARY IN RUSSIA: A VIEW FROM THE OUTSIDE**

### **J. K. BAURIEDEL**

A state-of-the-art of Russian Rotary clubs, the profitless public organizations belonging to the world Rotary International organization, is discussed.

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## **THE SECOND INDUSTRIAL REVOLUTION. GOVERNANCE IN THE AGE OF SYSTEMS**

### **R.L. ACKOFF**

A lecture is reproduced, which Russell Ackoff has had delivered to various audiences in '70s. Many consider it the best introduction to Systems Thinking. And its actuality remaining after several decades causes admiration.

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## **CHANGES MANAGEMENT AND DEMOTIVATION OF UNIVERSITY STAFF**

### **A.A. DULZON**

Dynamic changes in the surrounding world require permanent adaptation of all organizations to the new conditions. Change management gives many good recommendations, but in real life they often are ignored by the organizations management. Personnel demotivation and low productivity of the staff is the result. Some mistakes in realization are demonstrated on a real situation, and possible measures for minimization of personnel demotivation are offered.

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## **ON THE COMPARISON OF HETEROGENEOUS VECTORS IN PROBLEMS OF GOVERNANCE**

### **A.P. SERYKH**

Possibilities and advantages of usage of information measures for distinction and similarity between ordered objects, under their description by several measuring scales, and under nonparametric uncertainty, are discussed.

## **PREPARING FOR THE FUTURE THROUGH IDEALIZED DESIGN**

**R.L. ACKOFF**

A brief outline of Idealized Design as a tool for strategic planning is given.

## **OPEN INNOVATION AND SOCIAL NETWORKING**

**J. POURDEHNAD**

Internet allows to build networks consisting of many of its users united by their common interest. Prospects and problems of such social networking of people with the orientation on creation of innovations in business are discussed.

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