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DEVELOPMENT OF INTANGIBLES IN THE MODERN TRADE



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The objectives of the textbook “Development of intangibles in the modern trade” are to study the intangible resources of a trade organization as an important component of the development and implementation of projects in professional activities, to study the role of intangible resources in modern technologies for organizing and managing a trade business. The textbook is intended for students in the field of study 38.03.06 “trading business” and 38.04.06 “trading business” as part of bachelor's and master's programs.

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