CONTENTS:

Scientific Life

		Business Decisions. Scattered Fields in the Farr	ns
Professor Francis Gurry, Ph.D., the Director	in Bulgaria and Japan		
General of the World Intellectual Property		Dimitar Terziev	
Organization Has Been Conferred the Honorary		Eisuke Tsuji	85
Title of "Doctor Honoris Causa" by the University	v	0	
of National and World Economy in Sofia	3	Chain Stores and Their Positioning on the Mark	ket
U		for Fast Moving Consumer Goods	
The President of the European Central Bank		Chief Assist. Prof. Ivanka Nikolova, Ph.D.	93
Jean-Claude Trichet is the Newest Member			
of the Academic Family of the University		Using the Small Area Estimation Methods	
of National and World Economy	6	for the Local Unemployment Rates Identificatio	n
		Assist. Prof. Alexandar Naidenov	105
Articles		Strategic Management of Development and Promo	otion
		of Competitiveness of Industry in Serbia	
A Tendency toward New Cultural Attitudes		Zhivorad Gligorievich, Ph.D.	
of Business Agents in Bulgaria		Goritsa Boshkovich, Ph.D.	118
Prof. Blagoy Kolev, Ph.D.			
Assoc. Prof. Temenuga Rakadzhiyska, Ph.D.	10	Several Norms and Beliefs, Defining the Attitude	е
120000 1101 101101 ugu 10110 ugu 1101 ugu		to Human Resources in the Industrial	
Foreign Trade, Finances and Economic Growth		Organizations	
Assoc. Prof. Statty Stattev, D.Sc.	29	Chief Assist. Prof. Kiril Dimitrov, Ph.D.	128
12,500, 1101, 50000, 50000, 21,50			
Macroeconomic Dynamics in Terms of European			
Integration		Scientific Activities	
Assoc. Prof. Vera Pirimova, Ph.D.	56		
		Round Table: "Quality of the Scientific Research	i
Global Challenges and Sustainable Development		Product – Requirements and Realities"	139
in the Bulgarian Public Sector		Trouble Troubles and Troubles	100
Assoc. Prof. Liliya Yotova, Ph.D.	62		
		The University of National	
Functional Analysis of the System for Human		¥	157
Resources Management		and World Economy	157
Assoc. Prof. Margarita Harizanova, Ph.D.			
Chief Assist. Prof. Nadya Mironova, Ph.D.			
Assist. Prof. Tatyana Shtetinska	70	Guide for Authors	159
<i>v</i>	1		

Fragmentation of Agricultural Land and Farmers'