

of the national states, regions, cities, enterprises and financial institutions with the purpose of the approximation to the american standards of efficiency.

2. It is necessary to level the process of economic and social developments in all parts of the Euro zone in order to contact the rigid monetary policy.

3. Increase of the structural funds for different consequences.

Therefore it is difficult now to speak definitely about the future of the Euro, it is possible only to wish founders of such grandiose undertaking success.

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Последние годы обозначены невероятными переменами в жизни общества, в том числе и в экономической сфере. В связи с массовым внедрением глобальной сети Internet компаниям необходимо серьёзно пересмотреть свои бизнес-модели. Иначе они могут оказаться вытесненными с рынка множеством новых конкурентов, которые получили возможность внедрить силу e-commerce. Новые технологии дают возможность мелким, но предприимчивым компаниям конкурировать с огромными корпорациями на одном и том же уровне. Уже сейчас электронная коммерция простотой и удобством завоевала сердца потребителей, тем самым заставляя компании приспосабливаться к создавшимся условиям, находить новые пути ведения бизнеса.

NEW PROSPECTIVES IN BUSINESS: E-COMMERCE

This legendary figure of our childhood accomplished in his mysterious ways much more than the fulfillment of our Christmas wishes: taking personalized orders from all over the world, he delivers at our homes with no delay and his business knows no frontiers. He is the inventor of the most efficient model of reaching the «clients» wherever they are: Santa Claus is the grandfather of the Electronic Commerce.

The past few years have ushered in enormous changes in the way companies are doing business, selling goods and services, and communicating with their suppliers and buyers. The large brick-and-mortar companies are rethinking their business models in order to compete in the new marketplace. This is a time of remarkable opportunity for those businesses that harness the power of the new market, namely electronic commerce. Those companies that underestimate its power may be left behind, as other companies flourish in the new environment.

Now is the time for entrepreneurs and smaller businesses to compete on the same playing field as larger corporations. In the electronic community, a lack of real estate is not an obstacle. A lack of vast resources, such as employees and capital, is not an obstacle. Your ideas, innovation, and drive carry your ideas forward.

Selling on the Internet is not just creating a Web site and thinking «if I build it, they will come.» Those companies that have been most successful and realized the highest return on investment have approached e-commerce using specific strategies. Companies approach e-commerce from every angle. A variety of methods of selling are being used in the Internet arena. For example, companies generate revenue from direct sales, online advertising, subscriptions, and credit card processing. Companies receive percentages of every online Internet transaction. Commissions are earned for matching buyers to sellers. Goods and services are auctioned online.

Electronic Commerce (EC or e-commerce) is defined as the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications-based tools.

B2B EC is a new retail sale model: the web market. It enhances the previously used business models by offering:

- A global audience
- Unlimited product selection
- Portal sites that refer consumers to the actual purchasing site
- Focused marketing that can be quickly tailored to consumer.

E-business is the transformation of key business processes through the use of the Internet technologies. Large and small companies are equally using the web to communicate with their partners, to connect with their back-end data systems, and to complete transactions.

So electronic commerce will play a major role in the way small, medium, and large companies conduct business either with their consumers, other businesses or both. It is critical to understand the e-commerce market early in the game and to understand how e-commerce changes your business model. Now is the time to reconsider the way you are doing business and how you should approach the new global electronic community. Your competitor is thinking about this very thing.

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Данная работа посвящена изучению и исследованию сущности налоговой политики, определению основных направлений, функций и роли налогового регулирования в экономике Республики Беларусь. На мой взгляд, этот вопрос заслуживает должного внимания, так как создание эффективной системы налогообложения является одной из важнейших задач любого государства.

TAX POLICY: ESSENCE, BASIC DIRECTIONS, FEATURES OF REALIZATION IT IN THE REPUBLIC OF BELARUS

Few economic themes as easily cause polemic as the taxes. Though the majority of people agree that neither government nor modern society can survive without them, the taxes are more often criticized than approved. But as it was noted by B. Franklin many years ago that «the taxes are immutable», it is necessary for everybody to have at least initial representation about the taxes as a basics of the tax policy.

It is impossible and senseless to speak about efficiency and stability of the economic growth of the state without paying due attention to the tax policy.

The taxation is required to provide government with the money necessary to purchase the goods and services it requires to carry out its functions. So the tax policy represents the tool of accumulation of money resources for maintenance of development of the state.