

Using these approaches (I mean strategic management approach combined with the concept of its economic behavior) will provide more specific recommendations on how managers may better manage their resources. In particular, enterprises may improve their learning ability by actively searching for information in product and factor markets rather than relying on questionable information provided by traditional networks. Also, firms need to adapt organizational structure and processes to allow for more efficient information processing. Such changes should help firms to identify market opportunities and resources needed to exploit those opportunities and satisfy its stakeholders.

I strongly believe that there is a great potential for further development of this theory. Managers need to invest significant effort to integrate resources to achieve the internal consistency and strategic flexibility necessary to take advantage of recognized opportunities. And if they succeed their organizations will survive in rather difficult economic situation which usually accompany transitional periods.

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TELEPHONE COMMUNICATION FOR A BUSINESSMAN ОБЩЕНИЕ ПО ТЕЛЕФОНУ ДЛЯ ДЕЛОВОГО ЧЕЛОВЕКА

В данной работе рассматривается значение телефонной связи как источника информации, а умение эффективно и грамотно общаться по телефону — как необходимый навык делового человека.

Цель работы — показать, что в наши дни напряженный темп жизни заставляет нас все чаще прибегать к услугам телефонного аппарата. Один телефонный звонок может сделать больше, чем несколько долгих и представительных бесед. Поэтому телефонные средства связи все активнее внедряются во все сферы жизни.

Comparatively not long ago the telephone was considered to be luxury, and most of people preferred to have something more necessary and important. But when Belarus became an independent country, our intensive level of life provoked us to use the telephone as an effective means of communication.

Today you will hardly find a business enterprise without highly developed telephone communication. A middle-aged man with a mobile phone is the image of a contemporary businessman.

But on the other hand we can't but admit that not every telephone owner is able to communicate effectively and with high competence. These skills leave much to be desired. The art of telephone conversation is as important as the art of «face-to-face» communication.

It goes without saying that speaking on the phone we should follow some definite rules and instructions. These rules are as follows:

1. Mind, you phone at the time convenient for you, and not always for your interlocutor. That's why don't be offended if asked to call back later.

2. Don't forget to introduce yourself at the very beginning of your conversation.

3. If you phone the person who asked you to do it, but this person is not available at the moment, leave a message for him.

4. Never speak on the phone while eating or drinking.

5. If you are speaking on the phone and at this moment another person phones, you should try to finish your first conversation and then to answer the other call. If you can't do it in this way you can ask the second person to call back later. (In any case you shouldn't ask the person you are speaking to to wait.)

6. If somebody asked you to phone, please, don't forget to do it as quickly as possible.

7. While speaking on the phone, try to be polite and tactful.

8. When you have an important meeting, and your mobile phones, ask to call back later.

We should also mention that our world is extremely changing with every passing day. Today we are living in the new atmosphere that is full of modern technologies and important events. That's why we need to have fast and precise information for quick solving of everyday problems. The telephone is one of those things that simplify the process of communication and make our life easier.

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BELARUSIAN FOREIGN POLICY: GOALS AND PRIORITIES **ВНЕШНЯЯ ПОЛИТИКА БЕЛАРУСИ:** **ЦЕЛИ И ПРИОРИТЕТЫ**

Рассматриваются приоритетные позиции Республики Беларусь во внешней политике. Эффективная внешнеэкономическая деятельность укрепит связи с европейскими государствами. Обосновывается необходимость поддерживать и развивать отношения с Ев-