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## CURRENT ISSUES OF INTERNATIONAL MANAGEMENT

International management allows companies to develop not only within one country, but also in other countries and states. Therefore, specialists in this field are so popular. However, this popularity requires huge efforts from the employees and clear, deep knowledge.

Today, an international manager may face certain problems. It is considered, that they can create inconveniences and difficulties both in work of the enterprise, and also in promotion on a career ladder. To explain what difficulties an international manager may face, the aspects of this speciality will be given below.

1. International manager as a cultural analyst.

The manager must understand the cultural peculiarities of the country in which his/her company-employer wants to place its offices.

Actual problems of this aspect are communication and cultural awareness. Working with people from different countries, an employee should be able to find a common language with them. He/she must not only know a foreign language, but also cultural values of the people with whom he/she is going to work.

2. Perception.

Each employee has his/her own beliefs and opinions. National traditions also impose a certain imprint on the methods and quality of the manager's work.

3. Stereotypes.

Everyone has his/her own stereotype. He/she can hang labels on other people, no matter if there is a woman or a man. Or maybe, this employee will be prejudiced against representatives of his/her nationality. It can affect the quality of the work performed.

4. Circumstances of time and place.

This paragraph reveals the following danger which warns the international manager. Namely: changing the meeting time for partners, changing a pre-agreed negotiation program, an attempt to start discussing suddenly emerging topics. All this can not only interfere with the manager's work, but also lead the negotiations into unnecessary directions.

5. "Strategic optimizer" of international business.

The manager must understand how the company's business works. And he/she should be aware of the peculiarities of the region to which the organization will spread its influence. The employee must know political and economic aspects specific environment.

Here are just some of the problems that international managers may face. They require a special approach to the solution. But one should remember that international management is not only an analysis of the external environment of the business, but the development and use of the company's competitive advantages through the ability to conduct business in different countries and appropriate use of economic, social, demographic, cultural and other characteristics of these countries and inter country interaction. The employee should know and be able to apply the methods of personnel management of the company and influence it. And also an employee should understand all the "underwater rocks" of his/her profession if he/she wants to be in demand in the labor market.

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### **WOW-SERVICE IN MODERN BUSINESS**

All great businesses WOW their customers, right? This concept is called "Customer WOW" and it is more than just providing customer service and support, it's finding ways to go above and beyond what's expected.

Leaders like Jeff Bezos of Amazon, Tony Hsieh of Zappos, Beth Comstock of General Electrics, and up and comers like John Pepper from Boloco believe delivering customer WOW through service is a competitive advantage.

So, what is WOW? According to Tony Hsieh, "To WOW, you must differentiate yourself, which means doing something a little unconventional and innovative. You must do something that's above and beyond what's expected. And whatever you do you must