

otherwise, even through non-verbal communication, people will understand that you perceive them differently, which may affect international business relations.

We can conclude that international companies should develop a specific area of activity aimed at building the image of the country by training official representatives of companies to communicate with foreign partners.

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THE IMPORTANCE OF CREATIVITY IN MODERN BUSINESS SPHERE

Значимость креативности в современной бизнес-сфере

These days, creative thinking is valued not only in creative professions, but it is no less important in business, because a creative approach helps to solve problems and challenges more quickly, interestingly and efficiently. Companies around the world are actively seeking creative people who can effectively communicate their ideas for better business development.

The purpose of the article is to explain the idea and features of creativity and creative thinking in modern Business sphere, as well as to explore the influence of creativity on the company's success, using research and statistical data.

Creativity and creative thinking become quite tangible and measurable. For example, an American business and employment-oriented online service LinkedIn named creative thinking as the most in-demand skill today. Other researchers have also placed creativity as one of the top three qualities required to run a business (along with critical-thinking and problem-solving).

Encouraging creativity in the workplace can help to boost business success. Creative thinking allows individuals to develop extraordinary and innovative ideas, it challenges norms and old ways of thinking. These behaviors can help businesses to create products, services and other offerings that differentiate themselves from their competitors.

A 2010 IBM Global CEO survey highlighted the paradox of our time: most directors place creative thinking above the other qualities needed to achieve business goals.

Today's Businesses frequently operate in conditions that are continually changing. As a result, when new problems arise, professionals must quickly appraise them and devise plans of action. With creativity, businesses can not only meet the existing challenges but also think ahead. By using frequent brainstorming or creative-thinking procedures, these

specialists may continue to come up with new, improved, or innovate ideas that satisfy the current and future demands of their markers.

Methods of creative thinking challenge conventional thinking. Not being afraid of trying new things is a crucial aspect of creative thinking. Experimentation allows people to try unconventional ideas to determine whether they work or present a feasible solution. The ability of creative thinking to unite individuals is a major benefit. Effective collaboration requires that team members and leaders accept and listen to each other. Because creative thinking promotes openness and flexibility, people who use this skill may be more willing to try others' ideas.

Despite of generally accepted standards and rules in fashion, culture, education and business, everyone wants to see something brand-new, unique and unlike others. Creativity is a person's ability to deviate from standardized ideas, rules and templates. In addition, it involves the presence of a progressive approach, imagination and originality.

As a result, creativity in management, particularly in business, is essential nowadays. Because creative thinking opens up new ideas, helps to successfully solve issues, improves teamwork and assists business in succeeding and growing.

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TO SAY "NO" TO CLIENTS IN THE MIDDLE OF A CRISIS

Сказать «нет» клиенту во время кризиса

Losing customers during a crisis is a frightening prospect for all entrepreneurs. According to Vince Dawkins, president of Antares Software, this fear is fraught with the fact that the business begins to bend under consumers, wanting to keep them now and forgetting about long-term prospects.

The harder times are, the more tempting the idea of taking as many orders as possible looks, even if earlier you would have refused someone from potential customers: for example, because of deadlines. However, by increasing your workload and abandoning your own rules, you risk not only burning out quickly, but also starting to work worse and facing refunds and alterations.

According to Vince Dawkins at work — his company is engaged in software development — he often faces a situation where customers know what they want to get, but they cannot always formulate the appropriate TOR. Moreover, this is another situation when you need to be able to say "no". It is better to spend more time on further discussions and