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Knowledge of the main notions in the field of IP and of the appropriate terminology is crucial for doing business internationally, as IP protection is one of the most prominent trends actual for business sphere.

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CURRENT TRENDS IN GLOBAL ECONOMIC DEVELOPMENT

Современные тенденции развития мировой экономики

The world economy is composed of national economies. At the same time, national economies are in constant flux, in flux, with growing international ties and, accordingly, a most complex inter-influence. Each of the spheres of the global reproduction process, both globally and within individual states, depending on the place occupied by the states and their share in the whole, affects the world economic system.

The beginning of the XXI century is characterized not only by the growth of the scale of economic activity of both individual countries and the world economy as a whole, but also by the development of ties between different countries and the deepening of the international division of labor. Currently, there are almost no countries that are not part of the system of international economic relations and interdependence.

International trade is characterized by three main indicators: trade turnover (total volume), commodity structure and geographical structure.

Today the products of manufacturing industry (machinery, equipment, vehicles, chemical products) have the greatest importance in world trade. The share of food, raw materials and fuel is about 1/4. Trade in science-intensive goods and high-tech products develops most dynamically.

World trade is dominated by countries with developed market economies and industrially developed countries. Developed countries actively trade with each other. Trade of developing countries is mainly oriented to the markets of industrialized countries. Their share in world trade is about 25 % of world trade turnover. The importance of oil-exporting countries in world trade has been declining significantly in recent years; the so-called newly industrialized countries, especially Asian countries, are playing an increasing role.

The modern stage of development of the world economy is characterized by globalization. Globalization reflects a new stage in the development of the world economy. Globalization is defined as a process associated with increasing openness of national economies, strengthening their interdependence and deepening integration of the international economy.

For a fuller and deeper understanding of globalization, it is necessary to proceed from the fact that globalization is a process, and therefore, like any process, it can develop unevenly, having a different impact on different countries. It should also be recognized that globalization has an objective character, caused by a new stage in the development of the world economic system. It should be noted that this process is subject to a huge influence of subjective forces (individual states, international institutions). At this stage, this process is accompanied by the spread of American-Anglo-Saxon corporate culture, organizational principles of production, sales, standards of financial accounting and reporting, trade legislation and intellectual property rights. Participation of globalization in the world economy is accompanied by certain consequences, such as: growth of dynamism of the world economy, strengthening of uneven development of the world economy, growth of global instability of the world economy, change of the role of subjects of the world economy, strengthening of regional processes on regional levels, growth of global competition and change of its character, blurring of cultural identity of separate countries.

At the moment globalization has already noticeably changed the political and economic system of the world, led to new problems, opened up new opportunities, showed its pluses and minuses of influence on all processes taking place in the modern world.