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**The New “Competitive Management”**

ახალი „კონკურენტული მენეჯმენტი“

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This work of doctor of world economy and international economic relations  
Revaz Lordkipanidze dedicated to the real base for strong Peace and Economic  
relations' mutually beneficial conditions

## The New “Competitive Management”

The famous Classic School of really genius father's of Management - F. Taylor [1] have naturally mostly general-universal character. More than a century was after the era of this Managerial School and in the new realities I think that we must have intensive special skills of regular operative actions against very many dangerous for local productions and services masked monopolies in "international" business of world of space speeds and technologies.

The managers of new “Competitive Management” [9] must have very good deep micro special skills for estimates of levels of competitiveness [10] on the different sectorized markets and also for active disorientations of “masked” monopolies by creation of international anti-monopoly police [11] and cooperation with opened in new world internet progressive international organizations and others useful partners.

We see good style of some traditionally talented managers of some honest monopolies and don't want to disturb to them in modern conditions also. For example I want to remember famous H. Ford. “Although Ford did not invent the automobile or the assembly line, he developed and manufactured the first automobile that many middle class Americans could afford. In doing so, Ford converted the automobile from an expensive curiosity into a practical conveyance that would profoundly impact the landscape of the twentieth century. His introduction of the Model T automobile revolutionized transportation and American industry. As the owner of the Ford Motor Company, he became one of the richest and best-known people in the world” [6].

But we don't believe to some opponents, which think, that anti-monopoly actions always are not democratic and these actions make very many harms against free market. So we must say stop to other anti-criminal structures of all states. The masked dishonest monopolies as usually try to receive great incomes by high prices and criminal lies of consumers in quality.

For normal circulations of business management, the State economic policy has the most significant role. The best example for world is high democratic US. We remember, that President of this great country B. Obama “signed the American Recovery and Reinvestment

Act of 2009, a \$787 billion economic stimulus package aimed at helping the economy recover from the deepening worldwide recession. The act includes increased federal spending for health care, infrastructure, education, various tax breaks and incentives, and direct assistance to individuals” [5]. Such conditions make more favorable climate even for dishonest monopolies, which change own criminal orientations to more honest actions.

The elementary human conditions and relations have more and more significant role for stimulations of effective activities of businesses. To this we should always remember the brilliant research of great scientists and humanists. For example, “Herzberg proposed the motivator-hygiene theory, also known as the two-factor theory of job satisfaction. According to his theory, people are influenced by two sets of factors. The idea is that hygiene factors will not motivate, but if they are not there, they can lower motivation. These factors could be anything from clean toilets and comfortable chairs, to a reasonable level of pay and job security. Motivational factors will not necessarily lower motivation, but can be responsible for increasing motivation. These factors could involve job recognition, potential for promotion or even the work in itself” [7].

The human conditions and health relations also studied very originally and interesting in works Abraham Maslow, which “subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belongingness" and "love", "esteem", "self-actualization", and "self-transcendence" to describe the pattern that human motivations generally move through. Maslow studied what he called exemplary people such as Albert Einstein, Jane Addams, Eleanor Roosevelt, and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy." Maslow studied the healthiest 1% of the college student population” [Ibid].

I especially respect generalizing researches and exchange programs of different famous managerial school. For example, the famous “Drucker School has a program in Oxford University for 12 days and another that visits Hong Kong for the same amount of time. It also offers exchange programs with Hitotsubashi University in Japan, University of St. Gallen in

Switzerland, Inha University in South Korea, and Rotterdam School of Management, Erasmus University at Erasmus University Rotterdam in the Netherlands” [8].

Some people believe that state costs for ills, beggars and other social needs disturb to development of necessary monopoly, reduces economic efficiency and living standards in the country. By our calculations, however, it's not so. Conversely, after social supports the market is very active and is given the incentive to produce, since, given for poor population money goes for the purchase of the primary products.

Environmentally friendly production, anti-importing economic mechanisms and stimulation of export potential, in our opinion, will promote of economic growth with traditional rural ecologically clean cooperative farms and mass restoration the best old traditions of the Church economy.

Economically the country can not be independent, if the economy does not have the complete structure of branches and adequate technical base. Machine can not be achieved without the strong scientific base and we must have the strategy for this and concrete ways of implementation for achieve this.

For example, we are sincerely grateful for the first technology park in Georgia, which will give many factors for normal economic policy with more operative priorities, the effective advertising, rational use of lands for active professional people (the complexes with minimal costs and maximal results), the solar and wind energy in home conditions, the large scale use of foreign partners in the Georgian hybrid cars production, etc.

In modern conditions of technical progress, naturally, special professionalism has the most priority for needful development business. This includes also high creative professionalism of government and anti-monopoly structures. Only so we will be able to minimize [Graphs' attachment] of poverty's and early disease and mortality's paradoxically growing levels in more and more rich world.

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**Graphs' attachment: For the minimize of poverty and influences of masked international alliances by Managerial skills.**

