

MANAGEMENT

... ,
... , 89 , . , . , 88015, ,
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"management"

"management".

- 1) ;
- 2) ;
- 3) .

"management"

[1, . 36].

... : (... , ...),
(... , ...), (...).
... - ... , ... ().
... - ... , ... ,
- ... ,

[2, . 47-66].

[3, . 60-61].

(« » « »)

“management”

management,

Create goals worth reaching (SS: 36), Even the boss needs to brownnose sometimes (SS: 144).

[4, . 10].

[5].

[6, . 48-49].

[7, . 105; 8, . 15].

[9, . 80].

[10, . 41],

[7, . 107],

(), «

[11, . 5-15].

“management” (organizing process) (strategy, style, different types of management).

(experienced managers, appropriate managers, professional managers).

[12, . 21].

“management”, “Make sure your umbrella is packed when opportunity knocks” [SS: 209]

– “Zig when others zag” [SS: 57].

“A leader has responsibility to his subordinates, to his associates. The most important do, I have said again and again already: Keep your eye on the task, not on yourself. The task matters, and you are the servant” [PD: 27].

» [7, . 106].

[10].

[9].

[7, . 27].

[9, . 268].

[13, . 506].

- 1)
- 2)
- 3)

4)

“management”.

manager; idiosyncratic management) :: (:: effective

1) : ‘In some of my writings I have suggested the role of concept manager. This is someone who has the responsibility for stimulating, collecting and shepherding ideas. This is the person who would set up idea-generating sessions. This is the person who would put problems under the noses of those expected to solve them. This is the person who would look after ideas in the same way as a finance manager looks after finance’[SS:143].

2) : ‘Drinking may well be bad for your business. Drunk managers are bad managers, and drunk salesmen are bad salesmen’ [SS:101].

1) / : ‘A company’s shareholders and customers have completely different expectations from donors. The non-profit board also plays a very different role from the company board. It is more active and, at the same time, more of a resource if managed properly – and more of a problem if not managed properly’ [PD:182];

(Golden rule management).

“management”

[9, . 123].

“management”

1)

MANAGEMENT

2)

- 3) *“management”*
- 4) (),
- 5) *“management”*
- “management”*

**COMPONENTS OF THE CONCEPT MANAGEMENT
IN AMERICAN MANAGEMENT DISCOURSE**

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The article deals with the structure of the concept “management” in managerial discourse. The main current approaches to its study are defined. The structural constituents are singled out and analyzed.

Keywords: concept, constituent, discourse, linguocultural, management, managerial, structure.

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