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The article is devoted to the problem of forming of knowledge economy in modern conditions. Authors discuss a problem of creation of an intellectual product and his legal protection. The basic types of participants of the intellectual property market are resulted. The conclusion is made about the necessity of commercialization and protection of the intellectual capital of market institutes.

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In article concepts of motivation and methods of motivation of employees in crisis are considered.

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Abstracts motivational speeches devoted to issues of personnel management in today's enterprise development