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Pozitsionirovanie Moskvy

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Predmetom issledovaniya yavlyayetsya sovremennoe pozitsionirovanie goroda Moskvy v Rossii i mire. V knige analiziruyutsya klyuchevye kharakteristiki, opredelyayushchie osnovnye tendentsii, kriterii i aspekty pozitsionirovaniya Moskvy i ikh znachenie na sovremennom etape. V rabote podrobno rassmatrivayutsya pozitsii goroda Moskvy v mezhdunarodnykh reytingakh, takim obrazom, vyavlyayutsya silnye i slabye storony stolitsy v kontekste ee pozitsionirovaniya na mirovoy arene. Avtor predlagaet sistemu rekomendatsiy po povysheniyu effektivnosti pozitsionirovaniya goroda Moskvy v kachestve stolitsy RF i v kachestve subekta mirovoy politiki. Teoreticheskaya znachimost raboty opredelyayetsya ee nauchnoy noviznoy, a takzhe kompleksnym analizom osnovnykh kontseptualnykh polozheniy, kharakterizuyushchikh teoreticheskie i metodologicheskie osnovy pozitsionirovaniya goroda Moskvy. Dannaya kniga adresovana shirokomu krugu chitateley. OsobЕННО poleznoy budet spetsialistam, interesuyushchimsya globalnymi issledovaniyami.

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