

CONTENTS

From Editorial Committee	7
Bogusław Bembenek: Partnership in value chain of enterprise	9
Łukasz Dziobak: Clash of civilizations based on the South Ossetian conflict	23
Marcin Gębarowski: Perception of trade shows by polish exhibitors in the light of empirical research	29
Agata Gierczak: Family and personal elements in creating an image of a politician	37
Hanna Hall: Customer's satisfaction – analysis of interpretation methods and marketing consequences	47
Anna Iwanicka: Satisfaction and its role in the final purchaser's market activity	55
Małgorzata Kawalec: Personal marketing vs. transactional marketing	67
Ryszard Klamut: Life attitude profile – revised (lap-r) as a method of a cross cultural research	79
Grzegorz Mentel: Strategic indicators as a significant element of human resources measurement in an organisation	93
Tomasz Misiak: Economic aspects for euro introduction in Poland	107
Jadwiga Nycz-Wróblel: New challenges and the latest motivating tools in the area of human resource management	115
Izabela Oleksiewicz: Terrorism as the biggest danger for economy of contemporary Europe	127
Renata Piętowska-Laska: Analysis of productivity of work in Poland and in countries of European Union	137
Marina Radeva: Corporation conflicts in the systems of corporation management	145
Jan Rajchel: Evolution of essence and range of national security	151
Aleksandr Razin: Civil morality	167
Jan Rybak: Do contemporary democracies still need leaders? The role and significance of political leadership in face of civilization changes	177
Ludmiła Słobodzian: Russian privatization policy in the transition period	189
Mirosław Sołtysiak: Risk and risk management in terms of investment process	199
Hanna Sommer: After-effects of globalization processes in opinion of inhabitants of krośnieński powiat	209
Łukasz Szydełko: Activity based costing in management of process orientated company	221
Bogusław Ślusarczyk, Janina Koniuch: Genesis, premise and directions of development of transfrontier cooperation	229
Anatolij Tkacz, Tatiana Gaydukowa: The global financial crisis and management in the metallurgical industry of Ukraine	237
Tamara Tkacz: Managing of organization structure of modern educational space	247
Joanna Wiażewicz: The relevance of marketing communication for communes	259
Teresa Wolicka, Władysław Orłowicz, Marek Mróz: Materials applied in new motor car models	269
Marian Woźniak: Influence of European Integration on polish country image	277
Beata Zatwarnicka-Madura: CRM tools and standard of customer service	287