

delivered to consumers by their own network using the chain reaction method. The company «Tiens» uses the most advanced equipment and high technologies. Distributors purchasing products can sell or exchange them, making profit from it.

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A SKILL OF THE TOP EMPLOYEE OF THE FUTURE

The most important for young people is to have a good position in a company today. A diploma of a higher education? It will not stand you out from a crowd when the education is almost mass. Professional skills? Of course, it matters, but it is not the only important thing for an employer.

The idea is that if you want to occur in an interesting company or position you shouldn't sit and wait when or if it happens. No one will wait for you. You should adapt to this place, company, position and the whole working tendency. Tendencies of a modern working sphere say that you should be flexible, follow trends of the sphere, improve yourself, have a desire to be dedicated and have good emotional intelligence.

Emotional intelligence is an ability to identify, evaluate and operate people's emotions and manage a relationship. Emotional intelligence is a key to stand you out from other applicants as recruiters always find people to fit comfortably in with the team [1].

The research found out the advantages of recruiting employees with high emotional intelligence:

- inspiration and morale can increase by 46%
- leadership has improved by 45%
- better cooperation within teams (37%) as the major benefits.

Emotional intelligence is not essential for all staff but it helps with team building. It's absolutely essential for a manager because a company has serious problems if you cannot bring people together.

HR-managers most often test whether you're extrovert or introvert but nobody look at whether a candidate is good with people [2]. The following questions can find it out:

- Who is a source of your inspiration and why?

The answer can tell a lot about types of behavior, which a candidate respects or accept.

- Imagine that the business has changed priorities. Describe how can you help the crew to understand and accept new priorities.

Changes happen in every company. That's why it is so important to have or find flexible employees, who can implement these changes; employees, who know their strong and weak sides, who has motivation and empathy to work better in a team.

- What skills and experience don't you have or haven't got enough?

A desire to learn is an important sign showing that an employee wants to improve himself. People, who think they know everything, can't answer this question.

- Can you teach me something I haven't known before?

The answer can show several qualities: whether the candidate is able to explain something to a less skilled person or whether he cares about his mentee.

- What are 3 factors of your success?

The answer can define whether a person is selfish or not. It will be difficult to work with a person who is focused on his own achievements rather than on company's success. He can be the most intelligent but uncomfortable to work with at the same time [4].

One more important ability to figure out a candidate is self-examination. It is difficult but possible to define a feature. As a HR-manager you can ask colleagues or executives of your candidate. The research has shown it is more effective than give a psychological test. You can ask different questions:

-Has the candidate ever made mistakes?

-How did he deal with it?

-Why do you think the candidate gets on well with people?

Answers can predict candidate's future behavior.

For many jobs, specific technical knowledge and skills are important. Talented employers must find the balance between skills and personality, evaluating what characteristics are required within the team and what skills can be taught [3].

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NAMING

What do Google, Apple, Starbucks and Coca Cola have in common? They're all businesses with names you're unlikely to forget in a hurry and which in some way convey the uniqueness of the product or service they have developed. It's hard to think of a more important branding decision than the name, but often this process gets the least professional attention. Still, while the right name can make your business popular within a short time, the wrong one can doom your prospects. Obviously, clever marketing plays its part, but choosing the right name for your company should be an essential part of your business plan and not an afterthought. After all, 77% of consumers make purchases based on a brand name because that's what makes the company more memorable and desirable. Our main objective today is to enlighten you about the essence, importance, methods of such a marketing phenomenon as naming.

So, naming is the process of developing a brand name for a company, product or service, moreover it is an essential part of a company's marketing strategy. Properly chosen name can greatly facilitate the promotion of products, it can help a company to achieve separation from competitors, demonstrate to the world the difference of the company, create positive and lasting engagement with its audience.

In conditions of free competition where markets are basically flooded with similar/homogenous products and where it's very easy to lose the leading position, entrepreneurs have to take into consideration even the smallest details, including a company's name, in order to stand out and attract potential customers. Generally, there are several basic features of a perfect name. It should be:

- **Meaningful**

Name communicates something about the essence of the brand. It supports the image that the company wants to convey.