

ABSTRACTS

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NEW ECONOMY: CALLS AND PRINCIPLES OF FUNCTIONING IN THE CONDITIONS OF INDUSTRIAL SOCIETY

In the conditions of prevailing of natural economy and becoming of commodity production a new economy had second-rate character. Only with development of industrial society and increase of role of commodity production a new economy gets symptom constancy, gets numeral and various displays. There is becoming of new industrial type economy.

The algorithm of functioning of new industrial type economy foresees the cyclic reiteration of three phases: 1) dominance of changes in consumer properties of blessing; 2) dominants of changes are in technology of production of blessing; 3) relation-balanced changes in consumer properties and technology of production of blessing. Completion of one phase causes the following beginning recurrently. Stipulates functioning of new economy as to integrity, that renewed, regenerates as autopoetic unity of components of rizomes character is renewed.

In the conditions of the first phase the range of choice of consumer broadens quickly, it becomes poly-alternative. An economic subject experiments with the new blessing and gets possibility to promote the combined utility of the consumer set. At the same time, the too stormy increase of amount of food innovations ceases with appearance of dominant design.

During the second phase of increase of amount of blessing with excellent properties braked considerably. Producers can not extend the volume of sale due to suggestion of blessing with new consumer properties, forced to carry focus of competitive activity to technological sphere.

In the conditions of the third phase the cardinal improvements of commodities become impossible, list of them new invariants are limited. Possibilities of improvement of technologies are limited.