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This work is produced in the period from December 2007 to June 2008, as a final part of the studies Executive MBA at the University of Sheffield, Great Britain – City College in Thessaloniki, Greece, under the mentorship of Prof. Dr. Nikos Dimitrijadis from the City College.

The author, Marijana Ivanova, in 2005 was one of the eighth students from Republic of Macedonia who received scholarship for studying at the Sheffield University under the auspices of the President of Republic of Macedonia, Mr. Branko Crvenkovski.

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