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Nota di contenuto	European spirit, adaption to market economy and national identity in Poland and Ukraine; Acknowledgement:; Abstract; Resume; Kurzzusammenfassung; Streszczenie; Table of content; Registry of tables; Index of figures; List of abbreviations:; Introduction; 1 The role of Poland and Ukraine in the Council for Mutual Economic Aid(CMEA) and their position during its breakdown; 2 Theoretical contemplations of the NC notion: literature review, discussion; 3 Integration of NC traits extracted from selected models 4 Main features of Polish and Ukrainian national identity, its occurrence nowadays, bi-national comparison and role in the countries` process of European harmonisation 5 Theoretical precis of the Basic Human Need subject, draft of respective consumers` need topology based upon of suitable advertising cases; 6 Polish and Ukrainian national values and their traceability incustoms of business ownership and the complexion of Small- and Medium-sized Enterprises; Conclusion; Annex; List of paper and report references; Directory of book-based sources; Registry of online sources
Sommario/riassunto	Hauptbeschreibung When at the turn of the 1980, the face of the political world was largely remodeled with the vanishment of classical East and West blocs, the economical wasteland created by the failed socialist planned economic system constituted a fascinating research pasture for economists of all disciplines - especially macroeconomists

and specialists for economic politics. At universities, new faculties for transformation studies were created. Authors like Rodrick elucidated the reasons for the acute period of the COMECON alliance in form of the Soviet trade shock, de Melo,

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