

## CHALLENGES OF MODERN MANAGEMENT IN CONTEMPORARY CHINA

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**Abstract.** *The concepts and trends, concretely the concept of management has multiple meanings and it is used a lot in theory and practice in the People's Republic of China, just like in the United States of America, Japan or in the states of the European Union. The essential part in the analysis and approach of this concept is to determine the content, elements and directions that establish its features. According to the Chinese pragmatic spirit, management is conceived and treated as a state of spirit, a way of dealing with and tackling problems, a concrete mode of guidance in a dynamic vision, targeted to a well outlined purpose, namely maximum economic and social efficiency.*

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