

# CONTENT

## ECONOMIC SCIENCES

### S. A. Vladimirov

On the essence and main directions of effective state  
macroeconomic investment politicians ..... 3

### L.A. Fedorova, Yu.A. Fedorov, O.S. Danilova

Theoretical aspects and the current state of strategic management ..... 13

### O. V. Zhikina, L. A. Khapirashvili

Net Assets: Legal Basis, Analysis and control ..... 20

### D. V. Shcherbakova, A. A. Medved

Problem trust and ways to resolve it in international investment relationship ..... 28

### N. D. Emirov, A. E. Emirova

About the classifier of innovative activities for transport systems ..... 37

### B. P. Kasatkin, N. A. Korotchenkova

Analysis of problems and development prospects  
industrial entrepreneurship format PPP in Russia ..... 42

### M. V. Chigirinova, A. I. Lyubimenko

Achieving brand strategy goals  
based on the application of brand metrics and points contact ..... 46

### E. V. Hovsepyan

Have improving the methodology for assessing the cadastral value of real  
estate objects using innovative technologies  
on the example of the Republic Armenia ..... 51

### A. I. Lyubimenko, K. A. Vlasyuk

Auction trade specifics modern artobjects ..... 57

### N. D. Emirov, S. S. Battalova

Information services market and new opportunities  
for libraries into information era ..... 61

### K. Yu. Nedvedskaya

The basis of a successful network development minihotels ..... 66

### E. Yu. Ivanova

Ijara as a way financing ..... 72

### M. V. Perevoznikova

Features and problems of clustering the market of cellular services connections ..... 81

### Yu. G. Vailunova, M. N. Titova, G. A. Yasheva

Clusters in increasing the competitiveness of light industry in Russia and Belarus ..... 86

## PHILOSOPHICAL SCIENCE

### A. M. Alekseev-Apraksin

Philosophical notes on the pseudomorphism of modern ethnocultural life ..... 98

### V. B. Tikhonova

"Russian idea": between religious philosophy and political ideology ..... 103

## PEDAGOGICAL SCIENCE

### O. V. Gorskih

National picture of the world as the basis for the formation of the personality of students  
in the process of literary education ..... 113

### P. P. Rymkevich, A. I. Altukhov, S. A. Bagretsov, A. G. Makarov, M. A. Cheburkov

Application of the theory of exact sciences in the field of engineering training cadres ..... 120

### A. A. Napreenkov, M. B. Esaulova

Evaluation educational activities of the sports club of the university  
as problem of pedagogical practice ..... 126

### G. V. Osipov, E. A. Stogova, I. M. Zelenova

Methodology teaching water polo.  
Part 2 water polo spreads over the world ..... 132

**Intelligence about the authors** ..... 141

**Information for authors** ..... 143