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Abstract: The processes in the modern economy are accompanied by radical changes in the functional role of the individual. Disclosure of its unique role as the active subject of modern economic relations leads to the understanding of the formation of the society of a new type, a prerequisite of which is the change of its value orientations and his cultivation. This two-way process highlights the need for purposeful state participation as a necessary feature of the new society in which the most significant human achievements are of non-market origin.

Key words: individuals, social-economic relations.

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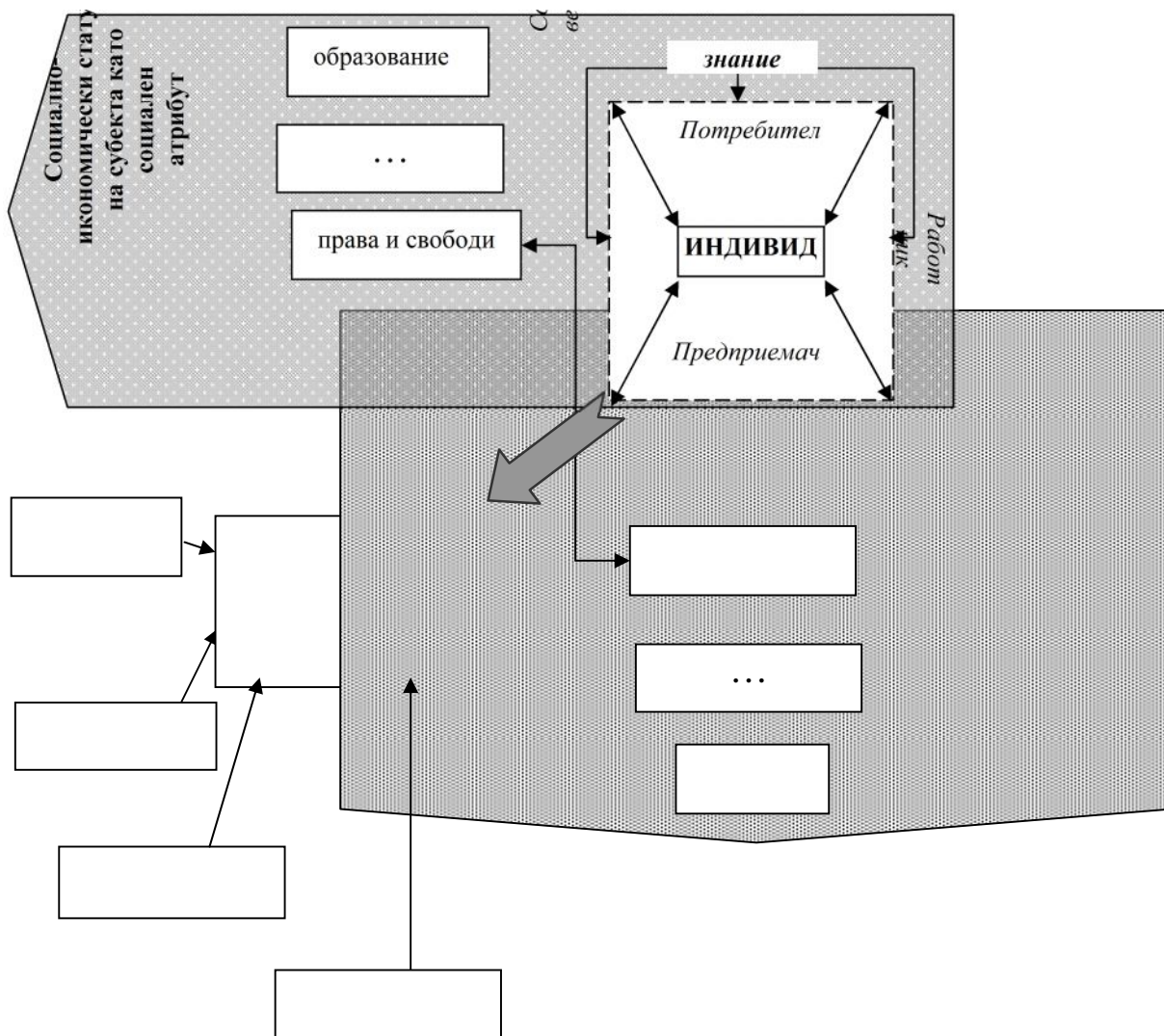
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