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THE *MOMENTUM* STRATEGY IN THE MANAGERIAL PROCESS

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Abstract: This article discusses the specific aspects of the *momentum* strategy by offering a rather different interpretation drawing the attention on managerial aspects. We believe that the *momentum* effect could be applied and adapted to managerial relationships in order to become a driving force for a more efficient communication and more successful management.

Key words: *momentum* effect, managerial relationships, management process.

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