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	.	Starbucks Corporation .....	120
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12- 2001

<sup>1</sup> Anaraki, K. What Does the EU Crisis Mean for the U.S. Economy?, 1 July 2012.

<sup>2</sup> Nelson, R., Belkin, P. Mix: Greece's Debt Crisis: Overview, Policy Responses, and Implications, 07.04.2010. <http://www.dtic.mil/cgi-bin/GetTRDoc?Location=U2&doc=GetTRDoc.pdf&AD=ADA517744>.

2.

2008 .

\$ 60,6

Fitch

\$ 36,2

<sup>3</sup> Fitch Report U.S. Banks: European Exposure (Direct Exposures to GIIPS Manageable, Contagion Risk Chief Concern), November 2011.



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<sup>4</sup> Aglietta, M., Berrebi, L., Cohen, A. La crise de la dette souveraine en zone euro, Octobre 2011.

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- 2010 . ( . \$)

	BAC	Citigroup	JP Morgan	Wells Fargo	Goldman Sachs	Morgan Stanley
in billions of USD, as of 31/12/2010						
<b>Credit derivatives, protection sold:</b>	2133.5	1223.1	2755	47.4	2046.7	2294.3
of which: non-investment grade	782.1	690.9	1048	29.1	-	784.1
<b>Credit derivatives, protection bought with identical underlying assets:</b>	1400	-	2662	26.5	1875.7	1800
<b>Net open positions (exposure) on protection sold:</b>	733.5	-	93	21.2	171	494.3
<b>Other credit derivative protection purchased:</b>	784.7	-	60.4	17	311.7	500
<b>Total credit derivative protection purchased:</b>	2184.7	1289.2	2722.4	43.5	2187.4	2300
<b>Gain (income) from credit derivatives, 2010</b>	9.1	0.8	4.4	-0.9	-	-

: <http://www.sec.gov/>

CDS -  
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 Citigroup ( , Citigroup), -  
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<sup>5</sup> Cox, J. US Banks Could Benefit From Europe's Crisis: Bove, 17.11.2011.  
[http://www.cnbc.com/id/45338017/US\\_Banks\\_Could\\_Benefit\\_From\\_Europe039s\\_Crisis\\_Bove](http://www.cnbc.com/id/45338017/US_Banks_Could_Benefit_From_Europe039s_Crisis_Bove).

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(In billions \$ USD)	BAC	Citigroup	JP Morgan	WFC	Goldman Sachs	Meryl Lynch
<b>Net Exposure</b>	13	16.2	15.1	3.1	2.5	4.3
<b>Sovereign</b>	0.4	1.9	-	-	-	-
<b>Hedges</b>	1.7	9.4	5.2	-	1.7	3.6
<b>Gross Exposure</b>	14.6	25.6	20.3	3.1	4.2	7.9
<b>Net Exposure/Total Assets</b>	0.60%	0.80%	0.70%	0.20%	0.30%	0.50%
<b>Net Exposure/Tier 1 Capital</b>	8.30%	12.20%	10.20%	2.80%	3.90%	8.20%

: [http://www.trepp.com/wp-content/uploads/2011/12/2012\\_US\\_Banking\\_Sector\\_Outlook.pdf](http://www.trepp.com/wp-content/uploads/2011/12/2012_US_Banking_Sector_Outlook.pdf).

Wall Street

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(debt ratio)

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<sup>6</sup> Snower, D., Burmeister, J., Seidel, M. Dealing with the eurozone debt crisis: A proposal for reform, No. 33, September 2011. <https://www.econstor.eu/dspace/bitstream/10419/52504/1/668626364.pdf>.

<sup>7</sup> Gros, D., Mayer, T. How to deal with sovereign default in Europe: Create the European Monetary Fund now!, 17 May 2010.

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2007	4,17	3,56	0,25
2008	1,66	1,07	0,03
2009	2,12	1,18	0,28
2010	1,50	1,03	0,55
2011	2,64	1,48	0,46

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	(%)	(%)
2007	82,44	17,56
2008	82,83	17,17
2009	88,24	11,76
2010	81,28	18,72
2011	83,66	16,34

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12% 19%.



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	(%)	(%)
2007	42,85	57,15
2008	22,71	77,29
2009	23,22	76,78
2010	20,93	79,07
2011	20,12	79,88

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	(%)	(%)
2007	91,89	8,11
2008	95,97	4,03
2009	99,10	0,90
2010	94,45	5,55
2011	90,57	9,43

90%.

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	(%)	(%)	(%)	(%)
2007	9,57	10,58	6,88	9,03
2008	3,22	3,32	2,00	2,42
2009	5,76	5,83	3,48	4,07
2010	6,81	7,31	4,35	5,14
2011	5,69	6,01	3,59	4,36

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	„ (%)	„ (%)	<sup>1</sup> (%)
2007	9,03	0,06	3,92
2008	2,42	5,05	5,12
2009	4,07	-8,45	2,41
2010	5,14	2,71	0,20
2011	4,36	5,62	0,20

-

„ 2007

, 9,03%

, 3,92%.

- 2008

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<sup>1</sup> . 12.04.2013 . <http://www.bnb.bg/FinancialMarkets/FMBaseInterestRate/>

5,12% -  
 2009 2010 -  
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2007	1,106	1,000	-
2008	1,033	1,039	1,045
2009	1,058	0,911	1,027
2010	1,073	1,023	1,029
2011	1,060	1,047	1,030

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	( . . )	2007 .	( . . )		
2007	12 355	100,0%	12 355,0	100,0%	-
2008	12 552	112,3%	11 177,2	90,5%	90,5%
2009	12 591	115,1%	10 939,2	88,5%	97,9%
2010	14 072	117,5%	11 976,2	96,9%	109,5%
2011	15 479	121,8%	12 708,5	102,9%	106,1%

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2007

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2007 2009

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	.			( . . )
2007	1,44	252,92	191,89	7 003
2008	1,77	206,36	152,14	1 976
2009	2,53	144,32	75,98	2 628
2010	2,79	131,05	48,28	1 712
2011	3,06	119,42	41,96	3 106

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***„Nothing is certain in this world except death and taxes“***  
**Benjamin Franklin (1706-1790)**

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<b>.36.(2)</b>	<b>.36.(1)</b>
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<sup>1</sup> : <http://www.brra.bg/>; -

	( .34)	120 963,91
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<sup>2</sup> . 98, 5.12.2006 ., . 11-14.

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**DAX**

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Cowles & Jones.  $(H_0)$   $(H_1)$  -  
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**DAX**

(02.04.2012 02.04.2013 .)

date	P	p	rt	It	Yt	Serii
04/02/12	7056.65	8.861726				
04/03/12	6982.28	8.851131	-0.01059	0	1	
04/04/12	6784.06	8.822331	-0.0288	0	1	0
04/05/12	6775.26	8.821033	-0.0013	0	1	0
04/10/12	6606.43	8.795799	-0.02523	0	0	0
04/11/12	6674.73	8.806084	0.010285	1	1	1

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03/25/13	7870.9	8.970928	-0.00513	0	0	0
03/26/13	7879.67	8.972041	0.001114	1	0	1
03/27/13	7789.09	8.960479	-0.01156	0	0	1
03/28/13	7795.31	8.961278	0.000798	1	1	1
04/02/13	7943.87	8.980156	0.018878	1		0
						134

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**Cowles Jones**

n(It)	Ns	Nr	CJ
250	117	133	0.879699

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**Cowles Jones**

$\mu$			s	CJ	Zemp	Zteo
0.000472	0.011382	0.516533	0.500547	1.002189	0.010891	1.959964

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**Run test**

	Z run	Zteo
0.516533	201.621	1.959964

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<sup>2</sup> Peter J.P. & Olson J.C., Consumer behaviour and marketing strategy, 6th edition, McGraw-Hill Irwin, New York.

<sup>3</sup> , ” , 2003 . , . 75. ”,

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<sup>4</sup> 275. ” ” ”, .. ”, . ,2008 , .



21- 30 ., 31- 40 ., 41- 50 . 51- 60 .  
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• 20 - 30 .	7	14%	6	12%
• 31 - 40 .	8	16%	7	14%
• 41 - 50 .	6	12%	6	12%
• 51 - 60 .	5	10%	5	10%
:		<b>52%</b>		<b>48%</b>

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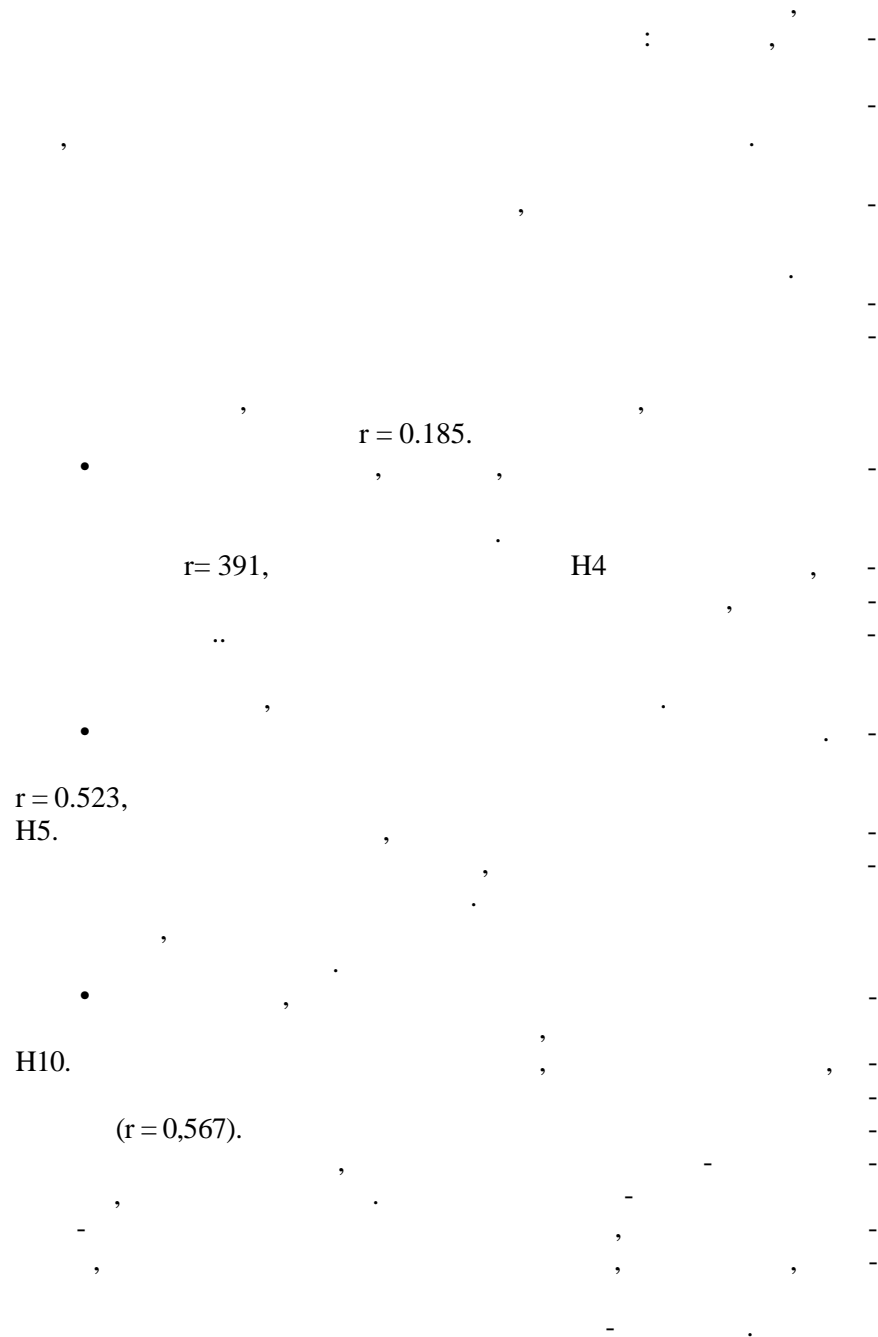
,  $r = 0.566$ ,

H1.

,

H2

,  $r = -0.016$ ,



(H8), (H6), (H7), (H9), (H13).  
(H11) (H12)

- One way ANOVA, .5

(H14), (H16)  
, (H17)

H15, : r = 0.010, r = -0.018, r = -0.169  
r = 0.523. (

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<sup>5</sup> , ..” , , . , 2008 , . 374







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- 2007	162 876	112 597	6 762	7 770	35 747
- 2011	162 101	112 016	6 555	7 959	35 571

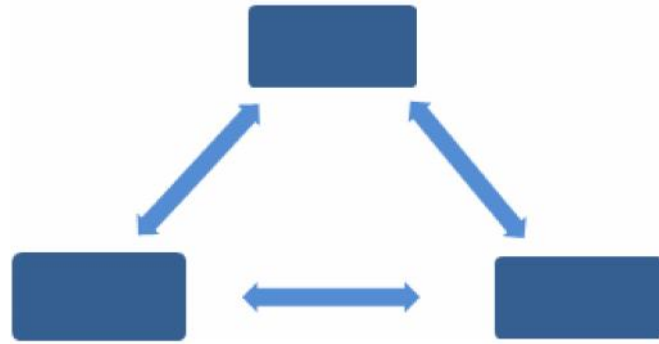
1,1% 2007 . 2011 .

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 2 , ” ” 2012 .

	2010		2011		2011/2010
	/ /	%	/ /	%	
	36270	38.55	37770	37.60%	104.14%
	13360	14.2	13680	13.63%	102.40%
	19220	20.43	17937	17.87%	93.32%
	5120	5.44	6830	6.80%	133.40%
( , , , )	<b>417</b>	<b>0.44</b>	<b>568</b>	<b>0.57%</b>	<b>136.21%</b>
	2100	2.23	5340	5.32%	254.29%
-	<b>7468</b>	<b>7.94</b>	<b>7467</b>	<b>7.44%</b>	<b>99.99%</b>
	<b>1821</b>	<b>1.94</b>	<b>1821</b>	<b>1.81%</b>	<b>100.00%</b>
	<b>656</b>	<b>0.7</b>	<b>656</b>	<b>0.65%</b>	<b>100.00%</b>
( , , , )	3915	4.16	3973	3.96%	101.48%





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✓			;	✓	;
✓			;	✓	( ; )
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✓					



1992 . „ -91”,

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**Организационни пазари:**

- Агроаптеки;
- Търговци на полимерни изделия.

**Потребителни пазари:**

- Земеделски производители;
- Домакинства.

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90- . 4

20.

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$$\begin{aligned}
 & ( \quad \cdot 5) = \mathbf{69\ 566} \quad . \\
 & (10 \quad \cdot \quad ) = \mathbf{83\ 566} \quad . \\
 & (15 \quad \cdot \quad ) = \mathbf{97\ 566} \quad .
 \end{aligned}$$

10 000  
40%

7,15

$$57\ 200 \cdot (8\ 000 \quad 7,15 \quad .)$$

15%.

$$\begin{aligned}
 \checkmark & = 14\ 000 + (0,15 \cdot 16\ 000) = \mathbf{16\ 400} \quad . \\
 \checkmark & = 28\ 000 + (0,15 \cdot 30\ 000) = \mathbf{32\ 500} \quad . \\
 \checkmark & = 42\ 000 + (0,15 \cdot 44\ 000) = \mathbf{48\ 600} \quad .
 \end{aligned}$$

$$= \frac{(57020 + 16400)}{(4170 + 40500 + 14000 + 10396 + 500)} = \frac{73420}{69566} = 1,06$$

$$\begin{aligned}
 & = 1,07 \\
 & = 1,08
 \end{aligned}$$

$$R_{\%}(\quad) = \frac{73420 - 69566}{69566} \cdot 100 = \frac{3854}{69566} \cdot 100 = 5,5\%$$

o	6 134	= 6.3%	
o	8 234	= 8,4%	-
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	8,4		.

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<sup>1</sup> \_\_\_\_\_  
1996.  
<sup>2</sup> \_\_\_\_\_, 2006.



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: PET 1L - „ ” .

( ), Tuborg GL - „Carlsberg” ( ), Kaiser LU -  
„ ”, Hoegaarden GL - „Anheuser-busch”  
( ), Hermann Müller ALU - „Jecznie Browarny”  
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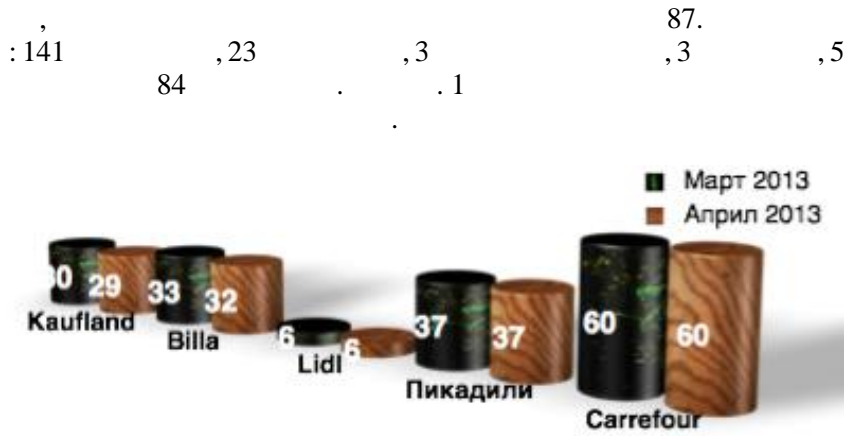
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, - 2013 ., -

9

: “ „Carrefour“, „Billa“, „Lidl“ „Kaufland“

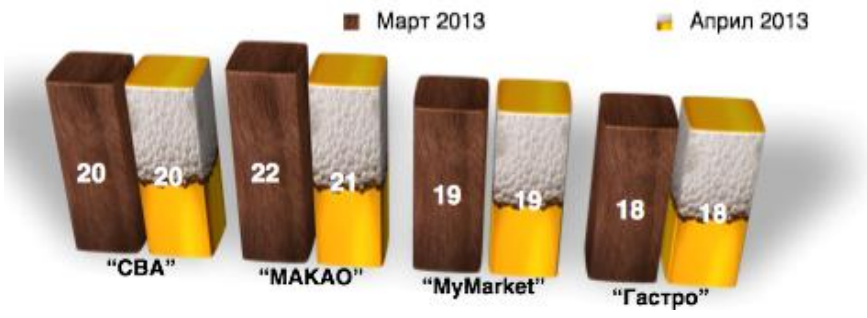
„My Market“. : “ „CBA“



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 “Carrefour” 60 “  
 “Billa” 33 “365” 32  
 “Kaufland” 30  
 “Ambrosius”, 7  
 “Lidl” 6  
 “Lidl”  
 “Billa”  
 29 60 “Lidl” 10 -  
 “Carrefour” “Lidl”

“Lidl”  
 : “СВА”, “МАКАО”, “  
 “My Market”  
 20  
 2,5  
 “Lidl”



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2013 .  
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 “СВА” “MyMarket”

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54%.

1% ( ) .

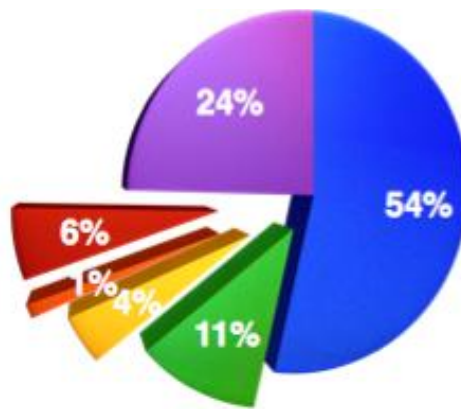
4% .

6% .

11%

“ “ “ “ “ ”

- Светло
- Тъмно
- Безалкохолно
- Бяло
- Плодово пиво
- Други



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1  
 „Hermann Müller”  
 71,2

„Hoegaarden” 94,4  
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Показатели	Коефициент на тежест	Марки пиво				
		„Tuborg”	„Kaiser”	„Hermann Müller”	„Hoegaarden”	„Каменица”
Аромат	4	5	4,5	3,5	5	5
Вкус	4	5	4,9	3,7	5	4,9
Бистрота	4	5	4	4,4	3,9	5
Резливост	2	5	4,5	4,4	5	4,9
Горчивина	2	5	4,5	4,4	4,4	4,5
Пенливост	4	9,2	8,85	7	9	8,85
		7,50	6,45	3,17	6,2	6,45
		5	5	4	5	5
<b>Обща бална оценка</b>		<b>100</b>	<b>91,6</b>	<b>71,2</b>	<b>94,4</b>	<b>98,4</b>

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“Tuborg”, “Kaiser” “  
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“Hermann Müller”  
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 “Kaiser“ “ “ -  
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“Hermann Müller”,  
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Показатели	Изискване по БДС 136:81	Марки пиво				
		“Herman Müller”	“Tuborg”	“Kaiser”	“Hoegaarden”	“Каменица”
Алкохолно съдържание	- 2,5% ( . )	0,78%	3,55% ( . )	3,52% ( . )	4,7% ( . )	3,20% ( . )
Начален екстракт	4 - 22%	1,77%	9,55%	9,53%	13,14%	8,9%
Действителен ферм. градус	49 - 56%	88,36%	70,18%	72,41%	70,87%	71,03%
Киселинност рН	4 - 4,7	4,3	4,1	4,4	4,4	4,4
Съдържание на CO <sub>2</sub>	- 0,35 %	0,18%	0,28%	0,29%	0,49%	0,35%

“Hermann Müller”

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(PET).

“ring - pull“.

“Tuborg“

, "Hermann Müller" " " -  
( )

, "Carrefour" 60 , -  
( "Lidl" , , 6 .  
. ) -

"Hermann Müller"  
, (" " "Hoegaarden")  
("Hermann Müller",  
"Tuborg" "Kaiser") " "  
"Hermann Müller"<sup>2</sup>  
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## VarnaBus.com

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„Google Maps API v3”

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    VarnaBus.com:  
- - - HTML5 CSS3  
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- - - „Google Maps API v3”;  
- - - „javaScript“ „jQuery”,  
    ;  
- - - „PHP“, „MySQL”.
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„E-R“ ;

„MySQL“.

„PHP“.

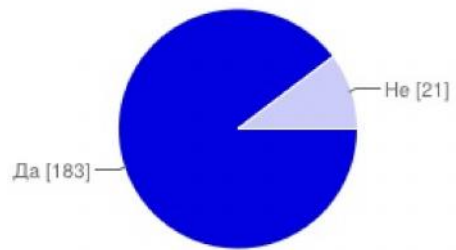
„Google Maps API“,  
„JSON“.

„AJAX“,

( )

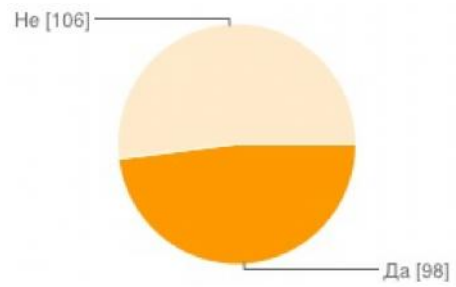
(Customer validation):

204



Response	Count	Percentage
Да	183	90%
Не	21	10%

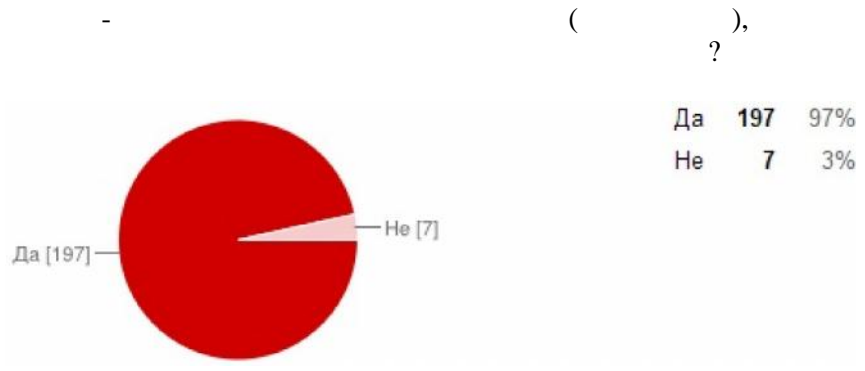
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Response	Count	Percentage
Да	98	48%
Не	106	52%

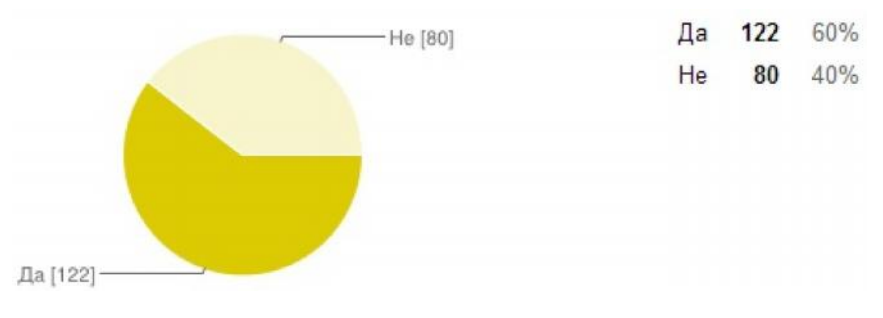
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**SWOT**

<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>• 24/7 –</li> <li>• ( , . .).</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
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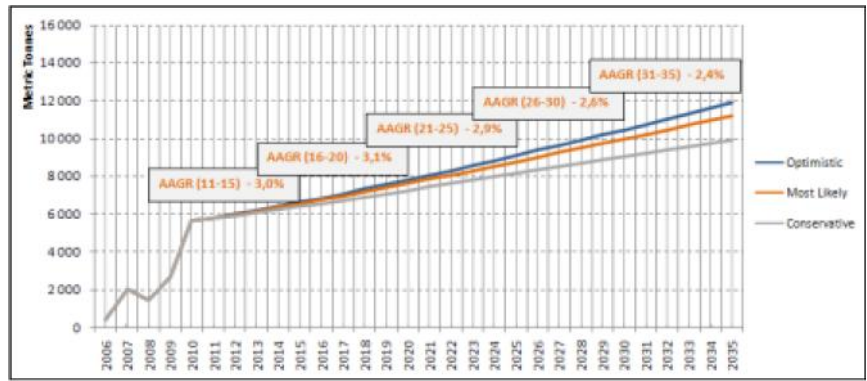
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**SWOT a**

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**SWOT**

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2035 . 1

2013

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6,100      2013 .    11,200      2035 .  
 (AAGR)    2.8%  
 2013 .    2035 . ,      94%

2035 . (      ):  
 2013: 6,100  
 2015: 6,550  
 2020: 7,600  
 2025: 8,770  
 2030: 10,000  
 2035: 11,200

.2

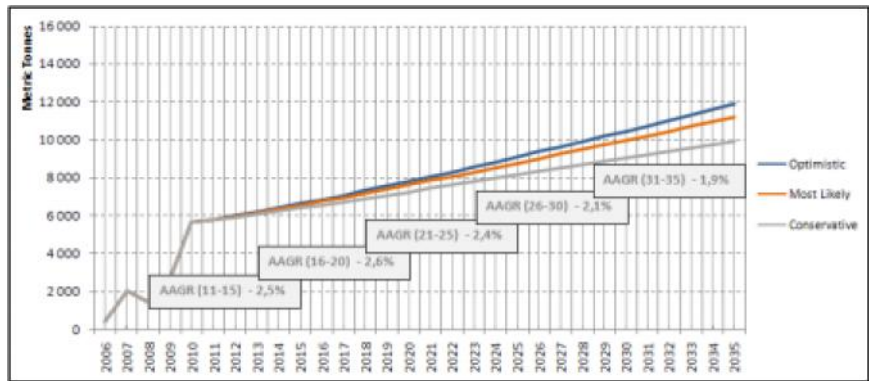


. 2.

6,100      2013 .    11,900      2035 .  
 (AAGR)    3%      106%

2035 ( ):  
 2013: 6,100  
 2015: 6,600  
 2020: 7,800  
 2025: 9,100  
 2030: 10,500  
 2035: 11,900

.3.



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6,000 2013 . 9,900 2035 .  
 (AAGR) 2.3% 2011 . 2035 ..  
 72%  
 2,000 -

2035 . ( ):  
 2011: 5,750  
 2015: 6,400



2020: 7,300  
2025: 8,200  
2030: 9,000  
2035: 9,900

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<sup>2</sup> , , , , , , . 140.  
<sup>3</sup> <http://www.arika.bg/timeshare.html>  
<sup>4</sup> .

1.2.

<sup>5</sup> <http://www.arika.bg/timeshare.html>

## 2.

### 2.1.

1968 .  
20-

70-

70-

20

2002 , .<sup>6</sup> 5425

16%. (31%), 30 85 .<sup>7</sup> -

25% 40% (14%),

(6%) (3%). 5%

2005 , . :  
8.

( )

2006 . 40 . 10.5

2%

2007 .<sup>9</sup> : 1,5 -

- ; -

- 589 ; -

<sup>6</sup> <http://www.imoti.net/imoti-net-timeshare-nno5984.html>

<sup>7</sup> 2011, . 165.

<sup>8</sup> [http://www.foros.bg/uploads/file/Foros\\_bulletin\\_5.pdf](http://www.foros.bg/uploads/file/Foros_bulletin_5.pdf)

<sup>9</sup> [http://www.capital.bg/biznes/stoki\\_i\\_prodajbi/2007/07/06/356683\\_investigacia\\_v\\_budeshti\\_vakancii/](http://www.capital.bg/biznes/stoki_i_prodajbi/2007/07/06/356683_investigacia_v_budeshti_vakancii/)

(26,3%) (14,9%);  
55 10. 71,7%;

### 2.2.

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Investor.bg<sup>12</sup> 73% 1340 -  
Investor.bg (21%) -  
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.<sup>13</sup>

<sup>10</sup> <http://www.imoti.net/imoti-net-timeshare-nno5984.html>  
<sup>11</sup> [http://timesharebg.blogspot.com/2010/09/blog-post\\_27.html](http://timesharebg.blogspot.com/2010/09/blog-post_27.html)  
<sup>12</sup> [http://www.aristo.org/imoti\\_readnews\\_39.html](http://www.aristo.org/imoti_readnews_39.html)  
<sup>13</sup> [http://www.aristo.org/imoti\\_readnews\\_39.html](http://www.aristo.org/imoti_readnews_39.html)

Timeshare.

2000, 4-5, 75

Marriott, Hilton, Starwood Hotels, Disney Hotels, Accor Group<sup>14</sup>

2.3.

20%, 30%, 18%, 16%.

✓ (

<sup>14</sup> <http://www.horemag.bg/show.php?storyid=963088>

<sup>15</sup> [http://www.capital.bg/biznes/kompanii/2007/07/06/356677\\_poznai\\_kude\\_sum\\_na\\_more\\_prez\\_2017/](http://www.capital.bg/biznes/kompanii/2007/07/06/356677_poznai_kude_sum_na_more_prez_2017/)

✓

94/47/EEC 1997

3 1<sup>16</sup>

✓

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<sup>16</sup> <http://www.imoti.net/imoti-net-timeshare-nno5984.html>



✓ — — — — —  
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1. „„, 2000.
2. „„, 2011.
3. <http://www.arika.bg>
4. <http://www.aristo.org>
5. <http://www.foros.bg>
6. <http://timesharebg.blogspot.com>
7. <http://www.horemag.bg>
8. <http://www.capital.bg>
9. <http://www.imoti.net>

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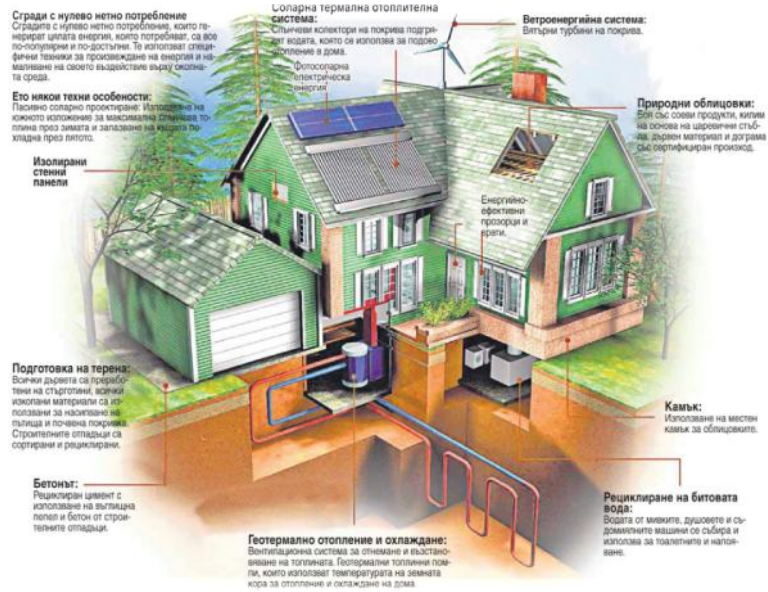
2007 -8 -

8 2008 -

1 , . , , 1987 .

03.03.2010 . -  
 ,, 2020", . 5  
 20% . 1990 . 3%

1.



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( 1987 1988)<sup>2</sup>.  
 kWh/m<sup>2</sup> ( ).  
 120 kWh/m<sup>2</sup>  
 ( , , ) 0,15 W/m<sup>2</sup>.  
 30 cm.  
 0,6%  
 50 Pa.  
 25% ” “ , . , 20-  
 20-25% ”

<sup>2</sup>  
 1991 . Passivhaus Institut

0,6%

50

2.

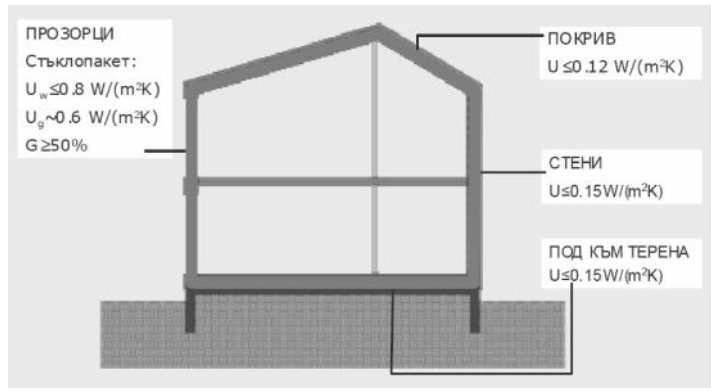
50 Pa.

0.6 h-1



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0,15 W/m<sup>2</sup> .  
 U  
 U  
 3.  
 U  
 PHPP<sup>3</sup>  
 U - 0.15 W/(m<sup>2</sup>K)  
 20 , - 30 , 40 , 50 -



. 3.

U- 0.11 W/m<sup>2</sup>K,  
 : 23 mm,  
 30 , 2 mm, 12,5 mm,

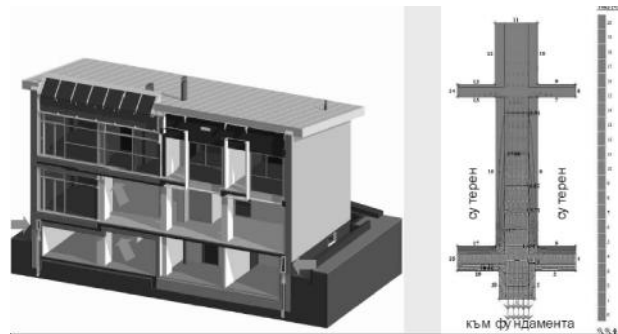
<sup>3</sup> PHPP (Passive House Planning Package)

Passivhaus Institut – Dr. Wolfgang Feist, PHPP



220 , OSB 15 mm, 1 mm, -  
 80 mm, 2 12.5 mm.  
 200 mm, - 80 mm.

4.

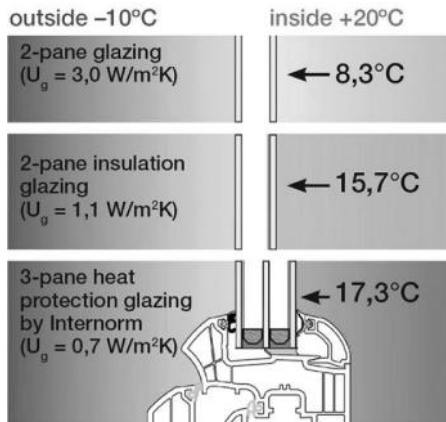


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0,80 W/m<sup>2</sup>C.



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12 W/m<sup>2</sup>

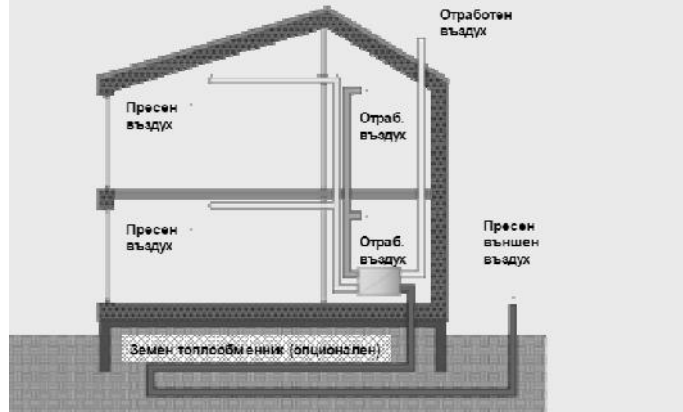
6 7

<sup>4</sup>

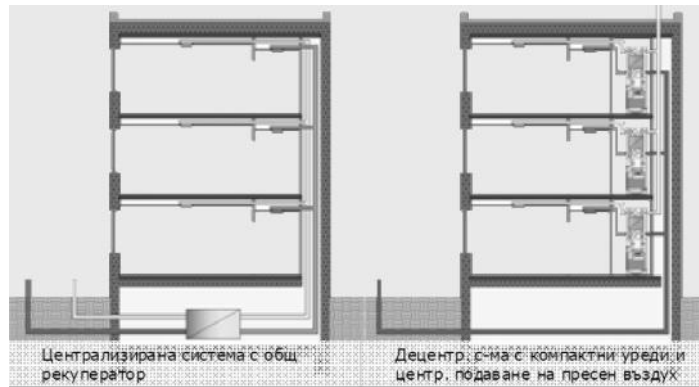
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<sup>4</sup> <http://www.passive.bg/bg/conception/22-conception.html>

### Контролирана вентилация с рекуперация



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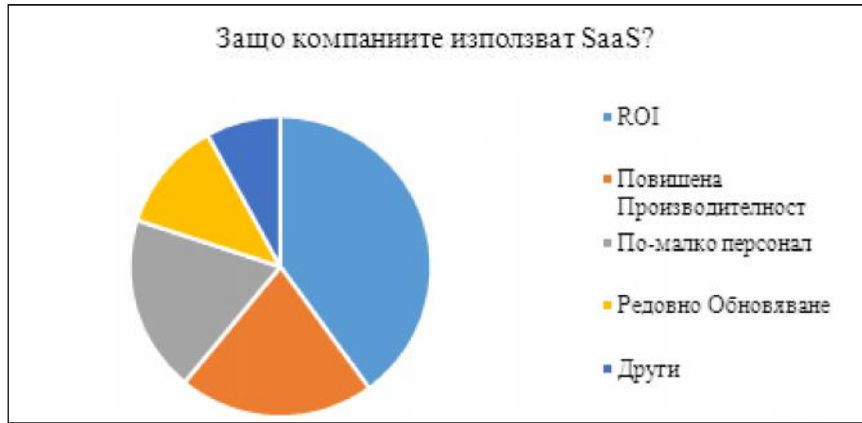
” ... ” ... (SaaS),  
 (“on-demand software”)  
 SaaS  
 • SaaS  
 • SaaS 3 6  
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 ( - ).  
 ( 3G LTE),  
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<sup>2</sup> , 2001 年 1 月 6 日

**2.**

SaaS  
-  
40%  
(ROI), 21%  
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8%  
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**SaaS**

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	2009	2010	2011	2012
/	1331	965	2241	1892
/	1761	2493	3443	4205

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<sup>3</sup>

eFaktura.<sup>5</sup>

<sup>4</sup> 06.10.2001 . . . . 100 21 ( 2010 .) .1 .2 .1. (

<sup>5</sup> ( 2006/112/ 2010/45/ ). ) , -

SaaS ( ),

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SaaS

1. , .222 222 ,2007 .
2. .105 29 2011 .) ( 24.12.2006 . . . .
3. 06.10.2001 ., . . . .34 6 2001 ., . . . .100  
21 2010 .).
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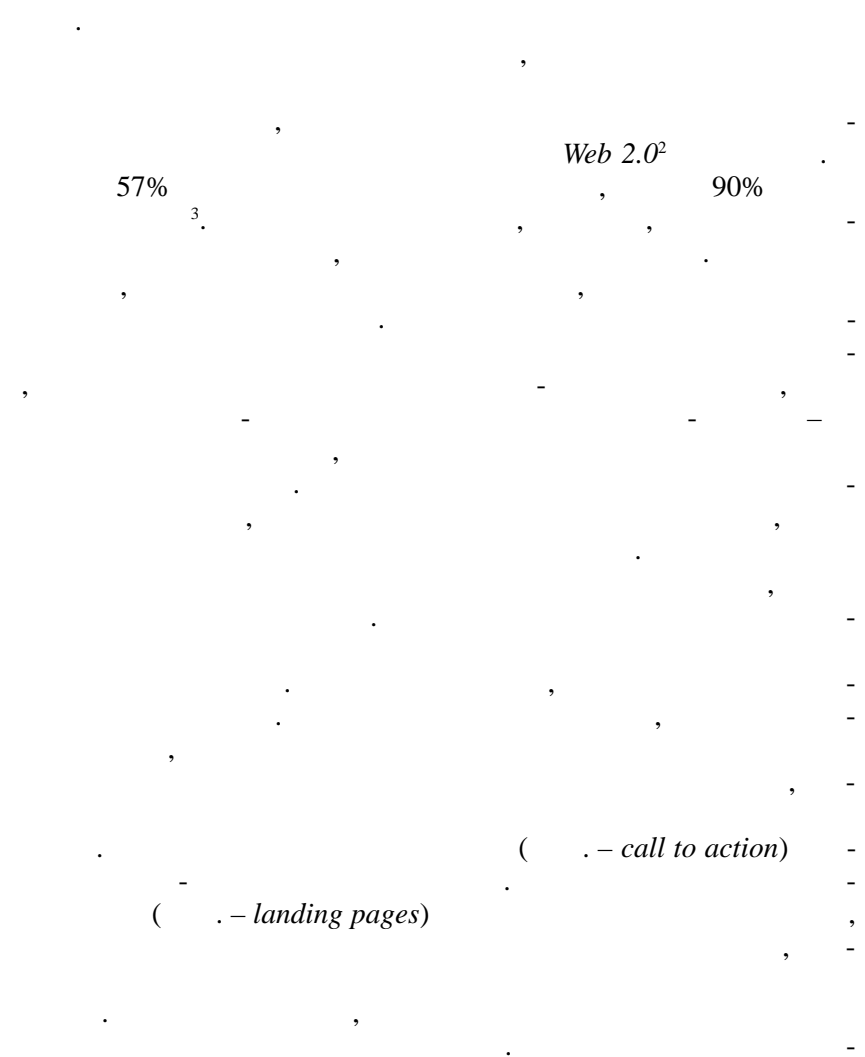
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<sup>2</sup> WEB 2.0-

2004 ..

<sup>3</sup> :

Google

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(link building)

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*Facebook, Google+, Twitter LinkedIn.*  
**Facebook**

*Edge Rank*

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STARBUCKS CORPORATION

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 21 , Enron Corp., Worldcom Inc, Global Crossing Ltd.,  
 Conseco Inc., Refco Inc., Calpine Corp.,  
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<sup>1</sup> Carroll, A.B. 1979. A three dimensional conceptual model of corporate performance. Academy of management Review, pp. 497-505.

Corporation

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Corporation –

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2012 . 13,29  
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 10.40%, 5 19,00%<sup>5</sup>.

<sup>2</sup> <http://www.fastcoexist.com>  
<sup>3</sup> <http://www.starbucks.com/about-us/company-information/mission-statement>  
<sup>4</sup> [http://ycharts.com/companies/SBUX/market\\_cap](http://ycharts.com/companies/SBUX/market_cap), 25 2013 .  
<sup>5</sup> <http://money.cnn.com/quote/profile/profile.html?symb=SBUX>



, (1979) ,  
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<sup>6</sup> <http://www.reuters.com/article/2012/10/15/us-britain-starbucks-tax-idUSBRE89E0EX20121015>

<sup>7</sup> 12%, –25% ( . ).

<sup>8</sup> 2013 2014( . . ).

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(Carroll, 1979).

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<sup>9</sup> ISO 26000 (UNGC)

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<sup>10</sup> , . , 2012, . 262-263.

<sup>11</sup> 1988 . Starbucks

<sup>12</sup> „Starbucks“

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2 100 ;

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Starbucks HandsOnNetwork, UK

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• <sup>13</sup> (

(Golob & Bartlett, 2007)<sup>14</sup>.

• Starbucks,

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• <sup>16</sup>;

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<sup>13</sup> ( . ).

<sup>14</sup> Golob, U. & Bartlett, J.L. 2007. Communicating about corporate social responsibility. A comparative study of CSR reporting in Australia and Slovenia. *Public Relations Review*, 33, 1-9.

<sup>15</sup> CEO

<sup>16</sup> Starbucks

1. ;

2. 5 277 ; „My Starbucks Idea“,

3. Starbucks ;

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Starbucks Corporation

17. Starbucks:  
 1. Commitment to Origins™ ( )–  
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 2. (http://www.starbucks.bg/bg/\_Social+Responsibility/);  
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(Nejati, 2012)<sup>19</sup>.

(Adams, 1998)<sup>20</sup>

(Esrock & Leichty, 1998)<sup>21</sup>.

Starbucks Corporation

– Starbucks Corp. Fryzel (2011)<sup>22</sup>

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<sup>19</sup> NEJATI, M. 2012. Kano-Based CSR Prioritization Approach for Small Businesses. School of Management, University Sains Malaysia.

<sup>20</sup> ADAMS, C. A., HILL, W. Y. & ROBERTS, C. B. 1998. Corporate social reporting practices in Western Europe: legitimating corporate behaviour? *The British Accounting Review*, 30, pp. 1-21.

<sup>21</sup> ESROCK, S. L. & LEICHTY, G. B. 1998. Social responsibility and corporate web pages: Self-presentation or agenda-setting? *Public Relations Review*, 24, pp. 305-319.

<sup>22</sup> FRYZEL, B. 2011. Building stakeholder relations and corporate social responsibility, Palgrave Macmillan.

” Golob & Bartlett (2007)<sup>23</sup>

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12. 25 2013 . <[http://ycharts.com/companies/SBUX/market\\_cap](http://ycharts.com/companies/SBUX/market_cap)>
13. Starbucks. <<http://www.starbucks.com>>
14. . <<http://www.thecro.com/search/node/starbucks>>
15. ” ” ” ” - ”. <<http://www.fastcoexist.com/>>
16. Bergin, T., Reuters, Special Report: How Starbucks avoids UK taxes (2012, Oct. 15). <<http://www.reuters.com/article/2012/10/15/us-britain-starbucks-tax-idUSBRE89E0EX20121015>>

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<sup>1</sup> , , , 2008, .16-17

<sup>2</sup> Asian Economic Integration – 2010.ISSU.Publications. Issu.com. <[http://issuu.com/irothko/docs/hiratsuka\\_asianeconomicintegration\\_20100720\\_061635](http://issuu.com/irothko/docs/hiratsuka_asianeconomicintegration_20100720_061635)>.

<sup>3</sup> Definition of “Research and Development”.Investopedia.com . <<http://www.investopedia.com/terms/r/randd.asp>>.

<sup>4</sup> : Weber, Torsten.Remembering or Overcoming the Past?: “History Politics,” Asian Identity and Visions of an East Asian Community.<[www.waseda-giari.jp/sysimg/imgs/arir3\\_c3.pdf](http://www.waseda-giari.jp/sysimg/imgs/arir3_c3.pdf)>; Kawaji, Kinuyo. The History of the “History Problem”: Historical Recognition between Japan and Neighboring Asian Countries.< <http://www.isn.ethz.ch/isn/Digital-Library/Publications/Detail/?lng=en&id=138228>>.



*The noodle bowl effect*<sup>\*7</sup>( )

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<sup>7</sup> : Jerzewska , Anna .Japan’s FTAs as Tools for Achieving Companies’ Commercial Interests: Do Japanese Corporations Need a Region-Wide Trade Liberalization Treaty?.< <http://jairo.nii.ac.jp/0069/00019963/en> >. ; Baldwin, Richard.Managing the Noodle Bowl: The Fragility of East Asian Regionalism. <[http://aric.adb.org/pdf/workingpaper/WP07\\_Baldwin.pdf](http://aric.adb.org/pdf/workingpaper/WP07_Baldwin.pdf)>. ; Wall, Howard.Has Japan been Left out in the cold by regional integration?. <[www.imes.boj.or.jp/research/papers/english/me20-2-5.pdf](http://www.imes.boj.or.jp/research/papers/english/me20-2-5.pdf)>.

<sup>8</sup> <<http://aric.adb.org/1.php>>

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<sup>9</sup> : Safrina, Magda. ASEAN and the Asian 'flying geese'. <<http://www.thejakartapost.com/news/2010/04/23/asean-and-asian-%E2%80%98flying-geese%E2%80%99.html>>. ;  
 , 2006, . 130-131.  
<sup>10</sup> . Robert Rowthorn, East-Asian Development: The Flying Geese Paradigm Reconsidered, UN, Geneva, p. 1.

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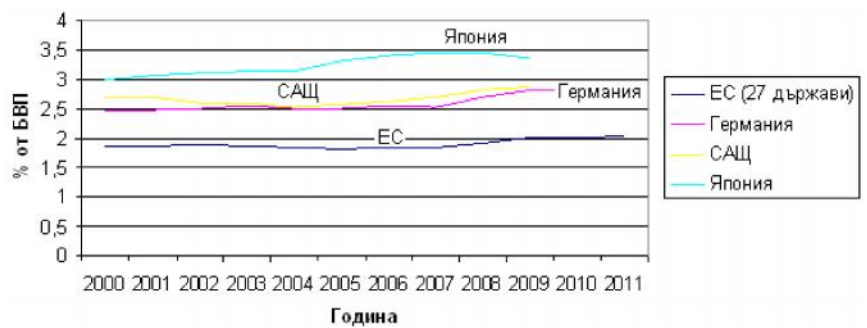
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Eurostat<sup>16</sup>

. 1.

<sup>15</sup> Research and Development – 2005. The Economist. Science & Technology. Economist.com. <<http://www.economist.com/node/235453>>.

<sup>16</sup> Research and development expenditure, by sectors of performance% of GDP. Eurostat. Table.Epp.eurostat.ec.europa.eu. <<http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&init=1&plugin=1&language=en&pcode=tsc00001>>.

1.9 2008 134.000 2000

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<sup>18</sup> Trading places China is about to overtake Japan in patent applications – 2010. The Economist. Economics. Economist.com. <<http://www.economist.com/node/17151211>>.



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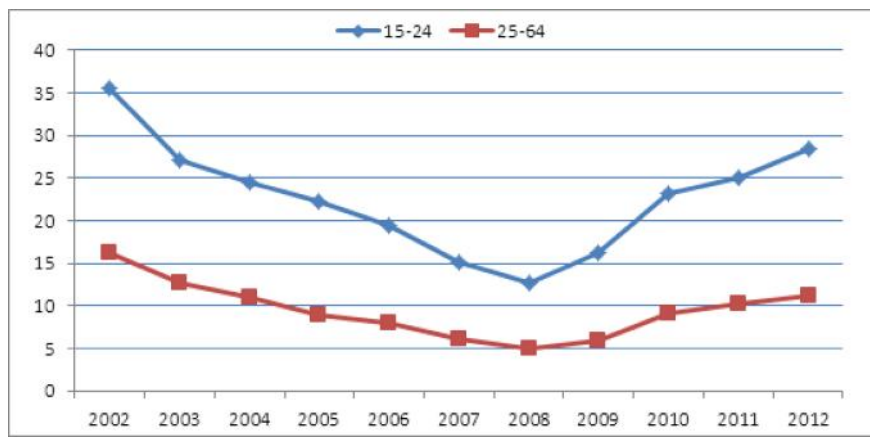
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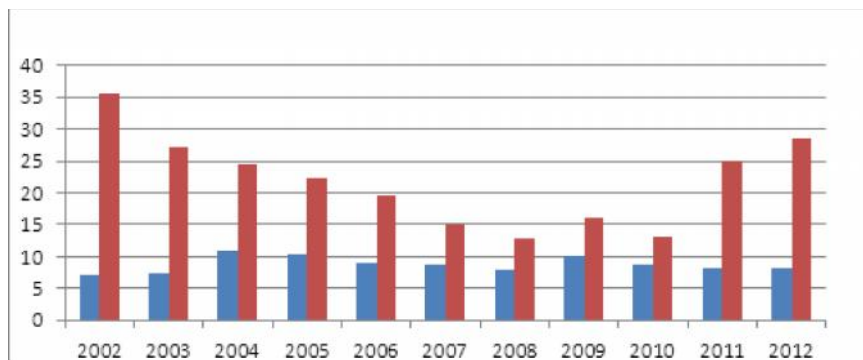
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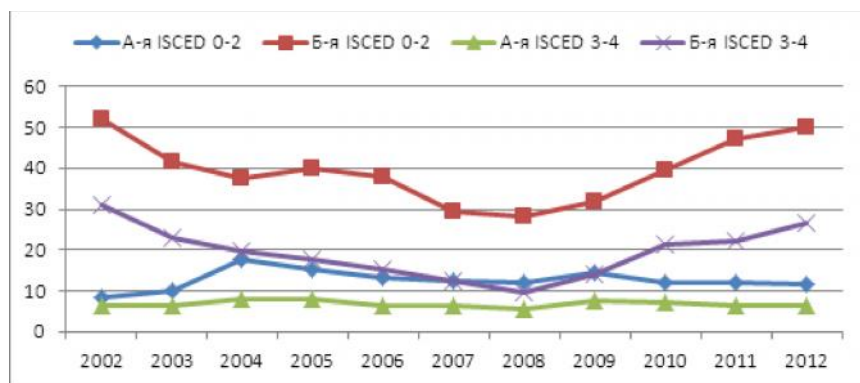
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1. “ ” , 2007 . “ ” ,



2. Neumark, D., Wascher, W., „Minimum Wages and Employment”, Bonn, 2007.
3. Dietrich, H., „Youth Unemployment in Europe. Theoretical Considerations and Empirical Findings”, Berlin, 2012 .
4. Gramlich, E., „Subprime Mortgages: America’s latest boom and bust”, 2007.
5. Eurostat Labor Force Survey. <http://epp.eurostat.ec.europa.eu/>
6. Brenke, K., „Unemployment in Europe: Young people affected much harder than adults”, Berlin, 2012.

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	<b>Понеделик</b> (Добруджанска област)		<b>Вторник</b> (Сверняшка област)		<b>Сряда</b> (Шопска област)
<b>9:00</b>	Обявяване на дневната анимационна програма по микрофон	<b>9:00</b>	Обявяване на дневната анимационна програма по микрофон	<b>9:00</b>	Обявяване на дневната анимационна програма по микрофон
<b>от 10:00 до 10:40</b>	Презентация на тема: Представяне накратко историята на България, нейните традиции, фолклор и обичаи	<b>От 10:00 до 10:30</b>	Лекция за историята на българската музика	<b>от 10:00 до 12:00</b>	Уроци по характерните за областта танци – ситно шопско хоро „Гравско хоро“, Шопска ръченица
<b>12:00</b>	Коктейлни игри	<b>от 11:30 до 13:00</b>	Обучение по характерните за областта музикални инструменти – дудук, овчарска свирка, дзоянка, окарина	<b>от 13:30 до 15:30</b>	Творческа анимация – изработване на престилки и покривки
<b>от 15:00 до 16:30</b>	Уроци по характерните за областта танци – „Барненско хоро“, „Олас“, „Гьба“	<b>от 14:30 до 15:30</b>	Обучение по народно пеене	<b>от 16:30 до 17:30</b>	Игри с танки и награди
<b>от 17:00 до 18:00</b>	Викторина с въпроси за историята и традициите на България и награди				
<b>20:30</b>	Вечеря с анимационна програма – представяне на празника Сирни Заговезни и кукерските игри	<b>20:30</b>	Вечеря с анимационна програма – представяне на традиционна българска сватба	<b>20:30</b>	Вечеря с анимационна програма – представяне на празника Сутваки

Четвъртък (Пиринска област)	Петък (Родолска област)	Събота (Странджанска област)	Неделя (Тракийска област)
Обявяване на дневната анимационна програма по микрофон	Обявяване на дневната анимационна програма по микрофон	Обявяване на дневната анимационна програма по микрофон	Обявяване на дневната анимационна програма по микрофон
от 16:00 до 12:00	от 10:00 до 12:00	от 10:30 до 12:00	от 10:00 до 10:40
Творческата анимация-изработване на сувенирни кукли, облечени в носии	Уроци по характеристиките за областта танци – „Момчилско хоро“, „Достпатско хоро“	Творческата анимация – изработване на керамични изделия	Разказване на български народни видове
от 14:00 до 15:30	от 13:30 до 14:15	от 14:00 до 16:00	от 13:30 до 15:15
Обучение по характеристиките за областта музикални инструменти – тамбура, зурна и тъпан	Разказване на български митове и легенди	Уроци по характеристиките за областта танци – „Тропано хоро“, „Право хоро“, „Костадиново“ хоро	Обучение по музикалните инструменти, характерни за тази област – кавал, „джурга“ гаџа
от 16:30 до 18:00	от 15:00 до 16:30	от 17:00 до 18:00	от 16:00 до 18:00
Представяне на местни занаяти: дърворезба и тъкачество и възможност за участие от страна на туристите	Творческата анимация - изработване на шевши, кърпички	Викторина с въпроси и направи	Уроци по плетене на шарени чрпапи и телници
от 20:30	от 20:30	от 20:30	от 20:30
Вечеря с анимационна програма – представяне на празника Коледуване	Вечеря с анимационна програма – представяне на празника Гергьовден	Вечеря с анимационна програма – представяне на празника Нестинарство	Гала вечеря с шоу спектакъл с български народни носии от всички фелклорни области с участието на фолклорна формация «Българка»

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5. <http://kids.alliancebalkani.com>
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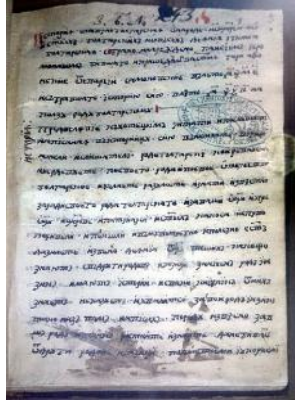


- „*Homo est animal sociale.*” -



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