Table of Contents

Marek Dziura: Foreword	5
JOANNA ABLEWICZ: Deceptive advertising as the act of dishonest competition	9
MARZENA BAC: Investment policy of insurance in Poland Land as the example of investment activities the finanscial market	27
Maria Dabrowa: A Few Applications of Function Derivative, Used in Basic Economic Concepts	39
Krzysztof Jagiełło: Economic Value Added — EVA Used As a Performance Measure of a Strategic Controlling	51
GRZEGORZ JURCZAK: Limited Liability Partnership Being the Form of a Business Activity Performed by Service Industry	67
Janusz Koczanowski: On-Line Selling (selected legal issues)	79
DOROTA KUDER: Transfer of technology against the process of globalization in a modern economic life	97
Radosław Pyrek: The system of staff assesment — aims, procedure and tools	109
JOLANTA STANIENDA: Polish Companies in the Process of Integration into The European Union	127
Anna Wojtowicz: The Corporate Culture in a Process of Strategic Management	137
Tomasz Zielniski: Legal issues of economic activities faced by the local governments	153
Andrzej Zyguła: A Hostile Takeovers of Companies — the Defense Tactics against	
Unwelcome Offers	175
Renata Żaba-Nieroda: Negotiations as the Factor in a Company Success	191
Summaries	205