

attendance, are increasing gradually. At the same time, the negative profits of water are rising.

So, the plumbing of L'viv region has been developing since 1901. Presently, 29.300 km of the networks or 25 percent of their total length need repairing. In terms of value, a quarter of water treatment plants and each fifth pump station have exhausted their depreciable life, and 40 percent of pumps need to be replaced.

The most of important constituents of water rates are moral and technical wastes. As a conclusion, water rates are enhancing.

The legislation of Ukraine includes the investments' components in water rates. But incorrect using of them influences on irrational and unexpedient utilization of water resources. As the result, the environment is suffering. So, the main directions for enviromental improvement and economic-expedient working of Server busies, are:

- activate investments for development and modernization of plumbing;
- using the reserves of reduction of water rates;
- establish conditions at the state level for effort coordination of authorities at all levels, non-government organizations and public to spread the experience onto other regions;
- reconstruct a number of water supply pump stations in region.

NETWORKED BUSINESS: THE ANALOGY WITH ECOSYSTEM

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As writing changed the way we see and interpret the world about us the same will undoubtedly happen as we travel deeper into informational age. In the 21st century e-business will be the basis for production ties between different industries and territories, it will influence the structure of world's economy and will stimulate further geographical division of labor.

But providing a new type of environment for business to operate in, internet requires new methods of controlling and managing business activities. This results as a transformation of traditional company's management. And this is here where the concept of ecosystem comes up.

No business is an island. You cannot manage a business, let alone networked business, on its own. You must manage ecosystem which your business inhabits. The basic idea is that you manage ecosystems rather than specific species or disciplines. It takes more sense to look at any given situation organically or holistically rather than from a single perspective. If 'abstract thought' emerged as a

child of writing and literacy than its equivalent for the internet and world wide web is 'ecosystem'.

'Two centuries of economic thought, both capitalist and socialist, are based on the concept of 'economy as machine' rather than 'economy as ecosystem'. Nonetheless, history has demonstrated that no economy behaves as a simple, cyclical machine. Like ecosystems, economies are spectacularly complex and endlessly adaptable.'

The background to ecosystem - the 12 principles of networked business.

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|-------------|--------------|----------------|
| 4. Learning | 8. Security | 12. Invent/log |
| 5. Planning | 9. Payment | 13. Selling |
| 6. System | 10. Buying | 14. Customer |
| 7. Network | 11. Supplier | 15. Personal |

The 12 principles is not a process it is an ecosystem of organizations each of which has four main communities: a community of customers, a community of businesses, a community of shareholders and a community of employees. The 12 principles is also a catalogue of the whole market. All organizations fit into one of the principles on the basis of their core activity. The 12 principles have diverse in any organization. They can be used to define clearly which board member is responsible for what areas. They can be used as the framework or language between the technical and the sales sides of organization as well as between partnering organizations working on a project for the same client. They can be used to train your employees. But the real benefit of the 12 principles for your organization is when you implement and cross-fertilize it with, within and without your organization.

SIGNIFICANCE OF ECOLOGICALLY FOCUSED MARKETING IN SYSTEM OF ECOLOGICAL MANAGEMENT

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Decision on introduction of ecological management at the enterprise is the important step attracting changes of many processes and, first of all, administrative and production. The primary goal facing to such enterprises are search and realization of such directions of development which alongside with satisfaction of interests of concrete consumers and manufacturers, would allow to support the certain balance of ecological and social and economic interests of a society.

In a situation which was generated now, such concept is actual. First, sharp disbalans between manufactures and distributions of the goods and services creates threat for global ecosystem. Second, rates of changes occurring in the world are constantly accelerated and rational wildlife management considerably lags behind