SUMMARY

Theme: «Political consulting in Russia: the main vectors and their prospects
Author: Serov D.G.
Supervisor: Volochaeva Oksana Fedorovna
68 pages, 132 bibliographic titles

Keywords: consulting, consulting concepts, a consulting firm, consulting services, political consulting.

The relevance of research topic due to the dynamic development international trade consulting services, including commercial the turnover of new facilities. National consulting services market is closely linked to the effective use of the intellectual potential of Russia. No an important management decision is made without the participation of experts in the field counseling. Today, not only businessmen are interested in the services consultants. Sphere of influence consulting and expanded on the policy and, therefore, political decisions are made with direct participation of specialists in the field of consulting. Call the consulting market finally formed can not be.

Changing economic and political conditions give rise to a large number new problems, the solution of which Russian businessmen and politicians are increasingly turn to professional consultants. Currently the consulting market in Russia there are about 3,000 organizations. But not all firms and individuals understand the need to appeal to agencies. Either ask for their help in that moment, when the situation becomes critical.

At the same abroad appeal to the consulting firms is widespread. Working preemptively, foreign experts and improve the quality and efficiency of work reducing or not allowing to occur crisis situations. Gradually an understanding was reached that the business should not be seasonal maintenance activities you need to constantly.

The political sphere is not only elections, but also a large number of projects that need to be properly understood and accepted by society, and therefore, presented in the right way. Since the beginning of the century there have been changes in the understanding of the image the structure of the policy. Today, politics is not only a visual component and ioprogrammo. The image is a system of interrelated components – the style, brand, social responsibility, reputation.
Such changes in performance serve as a catalyst for the development of consulting services in Russia.

Thus, the aim of our qualification work is analysis of prospects of development of the market of political consulting services of Russia.

The realization of this objective involves the formulation and solution of the following tasks:

1. to consider the history of the origins and basic concepts of consulting;
2. to determine the specificity of functioning of foreign and domestic consulting firms;
3. identify trends in market development of political consulting services.
4. to perform the contemporary state of political consulting in Russia.

The theoretical significance lies in the fact that its findings create the theoretical basis for further studying the characteristics of consulting firms. Materials and conclusions of the work can be used in universities for teaching such disciplines as "management consultants", PR. The practical significance is that the results of the study reflect the practical experience of providing consulting services and can be applied in solving problems of development consulting services.

The result of our study is to develop proposals for improvement of the political consulting in Russia, which is to the following:

– the formation of images, the reputation management of politicians and political associations, developing long-term strategies for political development;
– organization of effective relationships with community organizations, press, economic and state structures;
– development and implementation of communication projects of national and on a regional scale;
– managing communications in crisis situations;
– organizational consulting and government and business structures; assessment and minimization of political risks in the regions of the Russian Federation;
– development of regional strategies in the field of business and politics.
– lobbying, consulting and research support entry and presence in the regions of the Russian Federation.