

the company's core activity, the extent to which the adjacent activity is related to the core and a solid resource plan. While all factors are critical, management teams systematically underestimate the importance of the relation between core and adjacency.

Some of the greatest creative successes flow from the most systematic approaches to channelling talent and resources to build on core assets. The great growth companies of the next decade will be following the same rule, resetting the odds of profitable growth in their favour.

## **THE PROBLEM OF TIMBER TRADE**

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It's well known that world's forests are an important reservoir of biological wealth. They harbor more than half of all species on Earth and provide a range of other important natural services, including flood control and climate regulation (the quality of air). But the planet's forest cover is steadily decreasing as human numbers and the global economy continue to expand. Nearly half of the forests that once covered Earth have already been lost. And almost 14 million hectares of tropical forest – an area nearly 3 times the size of Costa Rica – is being destroyed each year.

International global timber trade plays the main role in deforestation. But it's not the only cause. Among others are: the cleaning of land for agriculture and grazing, fuelwood gathering and felling of trees for domestic use.

Several countries export more wood than they consume domestically, including Camerron, Canada, Gabon, Papua New Guinea. Recent years have seen particularly rapid grows in trade in more finished types of forest products such as plywood, pulp and paper. Indonesia and Malaysia now account for nearly 60% of world plywood exports, up from just 4% in 1975. This grows trend is expected to continue.

Industrial countries are the dominant players in forest products trade, accounting nearly 80% of the value of both exports and imports.

But developing countries have steadily increased their share. Brasil, Indonesia, and Malaysia are among the top 10 forest products exporters. But these 3 countries alone accounted for some 40% of global forest loss during the 1980s and 36% of the forest loss in the first half of the 1990s.

Today all over the world it's tried to make so-called nontariff barriers to timber trade by number of important forest protection policies.

## **NUCLEAR SAFETY AND THE HUMAN BEING**

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Guaranteeing nuclear safety requires a consistent and progressive national nuclear policy. For Ukrainian politicians it is important to draw from the varied experiences of such states as Russia, the USA, Germany and France. First of all the catastrophic aftermath of the Chernobyl accident must be properly dealt with, including the provision of treatment for Chernobyl victims, implementation of measures to prevent the spread of radiation (such as reconstruction of the Chernobyl sarcophagus and permanently shutting down certain reactors), and careful monitoring of environmental quality in surrounding areas. In addition, Ukraine must participate fully in international nuclear safety arrangements and resolve employment and training issues for nuclear power engineers

Chernobyl nuclear power station (NPS) has been completely covered the year before. It has happened after the explosion. Some people wonder if it was an economically based solution or just an action of the politicians. I will try to explain.

On the one side Chernobyl NPS was the enterprise of Ukraine's international status, and formed an important part of national consciousness. NPS are considered to be the safest for the environment. Nuclear power stations don't produce the wastes. But the resources must be kept somewhere after having been used. One more thing now more then 5 thousand people are out of work and without means of subsistence.

But on the other side one mistake costs more then 1 million kWh a year. Western and Ukrainian scientists have estimated that the Chernobyl catastrophe caused worldwide damage amounting to over one trillion (one million million) US dollars, out of which two hundred