

## **THE INFLUENCE OF THE KNOWLEDGE BASED SOCIETY UPON ORGANIZATIONS**

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**Abstract:** The survival of any organization depends on its capacity to adjust to the social and technological environment it belongs to. All organizations exist through and for people. The logical consequence of these statements is that organizations must follow the current trends on world's labour market and take adequate measures in order to have a proper development in this respect.

**Keywords:** organizations, knowledge based society, adjust

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