

**CLIENTUL ȘI VALOAREA SA SUB INCIDENȚA UNOR
COMPONENTE DE MANAGEMENT NECONVENȚIONAL/
THE CLIENT AND THE CLIENT'S VALUE ACCORDING
TO SOME UNCONVENTIONAL MANAGERIAL
COMPONENTS**

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Abstract

This article includes studies upon the clients' value, taking into account the components of unconventional management. The concept of economic value change is a notion with major implications in the management of the values; in Latin, value means force, energy , and this explains its usage in the military language, where it was referring to "military value". The studies aimed at the estimative value, and the implications in the concept of the management of values. Making a link between the economic value and the management of the sustainable development, we come to an unconventional aspect, that is not included in the classical elements of the values. This subject presents the problem of values outside the economical context, placing it in a universal logic.

Keywords: client, value, sustainable development management, shared advantages, client's fidelity.