

decision-making and communication, which can be useful in various areas of life. Management education can help people realize their entrepreneurial ambitions and run their own businesses. Training managers helps to understand the basics of business management, which can be useful both for working in a large company and for creating your own business. Management training promotes leadership, self-discipline, strategic thinking, and teamwork skills.

The conclusion can be drawn as follows: the work of a manager requires a wide range of skills and qualities, including communication, organization, decision-making, leadership and adaptability. A successful manager must be able to effectively manage people, plan and coordinate work, make informed decisions, motivate his team and constantly improve. These characteristics are key to achieving success in managing and achieving the goals of the organization.

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## **COMPARISON OF COOLING EQUIPMENT OF BELARUS AND THE UNITED STATES**

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Refrigerating machines are a set of heat exchangers and other devices that are necessary to remove heat at a low temperature and transfer heat to an environment with a higher temperature. The heat removed is perceived in the circular process of the refrigerating machine by a refrigerant having a reduced temperature. The low temperature is achieved by evaporation (boiling) it at the appropriate pressure. The withdrawn heat is then transferred to the cooling water or air. The vapors are compressed in the capacitor and the cycle repeats again.

Cooling systems are essential for maintaining comfortable and safe indoor temperatures, especially in hot and humid climates. They are also widely used in various industrial applications, such as refrigeration, power generation, and data centers. However, different countries may have different approaches to designing, operating, and regulating cooling systems, depending on their climatic conditions, energy resources, and environmental policies.

This paper aims to compare and contrast the cooling systems of Belarus and the United States, two countries with different geographical, economic, and political characteristics. The paper will focus on the following aspects: the types and features of cooling systems, the energy consumption and efficiency, the environmental impacts and challenges, and the future trends and opportunities. The paper is based on the data and analysis from different sources.

One of the main differences between the cooling systems of Belarus and the United States is the type and feature of the cooling equipment. Belarus mainly uses centralized district cooling systems, which distribute chilled water or air from the central plant to multiple buildings through the network of pipes or ducts. This type of cooling system is common in Eastern Europe and Russia, as it is more efficient and cost-effective than individual cooling units. However, it also requires a large initial investment, a reliable supply of electricity and water, and a high level of maintenance and regulation. On the other hand, the United States mainly uses decentralized cooling systems, which consist of individual cooling units installed in each building or room, such as air conditioners, heat pumps, or fans. This type of cooling system is more flexible and adaptable to the varying needs and preferences of the users, but it also consumes more energy and produces more greenhouse gas emissions than centralized systems [1].

Another difference between the cooling systems of Belarus and the United States is the energy consumption and efficiency. Belarus consumed 32.67 billion kWh of electricity in 2019, of which 10% was used for cooling purposes. The primary energy intensity of Belarus was 0.15 tons of oil equivalent (toe) per 1000 USD of GDP, which is higher than the world average of 0.111 toe per 1000 USD of GDP, but lower than the average of the EU4Energy countries, which include Armenia, Azerbaijan, Georgia, and Moldova [2]. Belarus has been improving its energy efficiency in the cooling sector by implementing various measures, such as upgrading the district cooling systems, installing smart meters and thermostats, and introducing energy performance standards and labels for cooling equipment. The United States consumed 3.898 trillion kWh of electricity in 2019, of which 17% was used for cooling purposes. The primary Worlddata: The world in numbers energy intensity of the United States was 0.076 toe per 1000 USD of GDP, which is lower than the world average, but higher than the average of the European Union. The United States has also been improving its energy efficiency in the cooling sector by adopting various policies and programs, such as the Energy Star rating system, the Clean Air Act, and the Weatherization Assistance Program [3].

This paper has compared and contrasted the cooling systems of Belarus and the United States, focusing on the types and features, the energy consumption and efficiency, the environmental impacts and challenges, and the future trends and opportunities. The paper has shown that the cooling systems of the two countries

have significant differences, mainly due to their different climatic conditions, energy resources, and environmental policies. However, the paper has also shown that the cooling systems of the two countries have some similarities, such as the need to improve their energy efficiency, reduce their greenhouse gas emissions, and adapt to the changing climate and demand. The paper suggests that the two countries can learn from each other's best practices and experiences, and cooperate in developing and implementing innovative and sustainable cooling solutions. The paper also recommends that further research is needed to explore the social, economic, and health benefits and costs of the cooling systems, as well as the potential barriers and opportunities for their improvement and integration.

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## REBRANDIG AS THE MOST EFFECTIVE STRATEGIC MARKETING TOOL

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Rebranding is the act of changing the way that an organization, business company, or product appears to the public (according Cambridge Dictionary). Rebranding can include a change of name, symbol, concept or logo. Usually it deals with a logo. [1]

Rebranding is the hottest marketing trend. The main aim is to refresh a mental image, that is formed by the today's target audience or to change the perception