

(Behavioral Controlling) –

«

[1, . 139].

»

. 1 [2, . 127].

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 ,
 . [3,
 . 50]: ; ; (. 2).
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 .
 (moral hazard),
 .

2. ([3, . 50])

2.		
	/	
	(adverse selection)	
	,	
	;	
	,	
	:	
	/	
	(self-selection).	
	(moral hazard)	(hold up)

2

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	:		

... « » ...

... [4, .26].

(adverse selection),

... [5, .418].

« »

... / [3, .50].

(/).

* ()-

(hidden intentions)

(hold-up).

[4, .26; 3, .47]:

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350.5.

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[6].