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## Values of Innovation for Students, Experts and Entrepreneurs in Krasnoyarsk: Desired Ideal, Hopes and Reality

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*The end of the 20<sup>th</sup> century has changed the world pattern dramatically. A new division of labor has appeared as well as the need for innovative growth of many branches of economy has intensified. All these changes have consequently been fixed in the ideas of new societies. The names of these societies are very relative and are not linked to any growth ideology. They are utmost functional and carry on rather sociological tint due to a new priority-driven activity of population of exact country (more than 50 %).*

*In 'innovative society' such people are 'organizers' (entrepreneurs), knowing the market needs and seeking for requested knowledge and ideas for creation of the good requested on the market ,and 'creators'(scientists and engineers-innovators) capable of creating an idea and implementing it in good or product that has competitive ability – that is innovation.*

*Keywords: globalization, modernization, innovative society, entrepreneur-leader, values of innovative entrepreneurship, innovative economics, creators and organizers, progressive culture, trust, personal qualities of innovative entrepreneur, new world ethics, ethics pattern, moral law, civilized person.*

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