

THE RISE OF GR-TECHNOLOGIES IN RUSSIA. THE FEATURES OF USING GR- TECHNOLOGIES IN THE B.N. YELTSIN'S ACTIVITY

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Abstract. Presently the state and business structures in Russia needs in dialogue and cooperation. Therefore, the GR (Government Relations) become the important sphere of activity and play the relevant role for the state and for the entire business community. Few people knows that the GR-technologies were introduced in Russia in B. N. Yeltsin, who began to successfully used them in their political activities. The GR-technologies are largely ensured the successful completion of the elections and the achievement of a post of the President of the Russian Federation to B.N. Yeltsin . The article describes the backgrounds for the emergence of modern GR-technologies in Russia showed in the political activities of B. N. Yeltsin (and his Administration), which are considered from three positions:

1. GR-technologies used B. N. Yeltsin during his work in the Sverdlovsk regional party Committee;
2. GR-technologies used B. N. Yeltsin during his work in the Administration of Moscow;
3. The features of GR-technologies of election campaigns B. N. Yeltsin (1991 and 1996).

Keywords: GR-technologies; GR-specialists; GR-management; state structures; business structures; political activities; opposition; lobbying; political campaign.

JEL codes: H73; H77; H79; Z00; O30.

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