practical implementation. The importance of an idea depends on the effort invested in its implementation.

13) Always drive away negative thoughts! Keep in mind that all thoughts are material!

14) Despite the important role of effort, work and perseverance in achieving success, the ability to retreat from a previously chosen course plays no less significant role. Too often, on behalf of speakers, business coaches and pages of motivating literature, there are calls for perseverance, whatever it costs, and however, perseverance will not lead anywhere unless you combine it with experimentation.

If you manage a team of more than two people, these principles will undoubtedly be useful to you. I think criticism and doubt are inappropriate here.

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SUPPLY CHAIN DIGITIZATION

In today's supply chain environment, every enterprise has to keep up with the times. Actually, by improving digital technologies they are getting their logistics organizations to practical results. Perhaps, transforming logistics and SCM processes into digital sphere is not today's issue, but we are making big steps to provide it.

According to many statements about supply chain digitization, in the last years this concept has really progressed. It is not just a particular method. It is totally a new approach to logistics and supply chain operations. Nowadays, more than fifteen hundred technologies are influencing on the SCM. However, companies are not ready for radical changes. They have to start to input digital technologies in their structure and get them more and more evolved.

Arguments around block chain take big place in modern business society conversations over the recent years. In fact, this technology really deserves attention. It contains lots of information called "blocks" that grow infinitely and become more secured. Also, the block chain has solid, stable and safe infrastructure based on cryptography which can't be hacked. For logistics environment this system would be rather convenient because the supply chain requires huge data processing and its safety.

Another way of supply chain digitization is data storage in Clouds where every member of the supply chain has access to his/her information anytime and anywhere. Using online information storage may prevent data loss,provide bigger capacity than hard disk drives, as well as Transportation Management System services. Summing up stats represented during the newest logistics presentations showed that 43% of enterprises had at least one SCM application in the Cloud, 58% preferred multi-tenant Cloud (i.e., the same instance for all clients) while 42% were apt to dedicated Cloud (unique for each customer).

It is important to remember that logistics companies have to ship goods directly to customers. Last-mile delivery has become a big challenge because quantity of e-

commerce shipments is growing exponentially. Then, solution of this problem in company's policy can lead to its success. Many logisticians say that last-mile delivery is the most complicated part of the supply chain because the increased urbanization volume, quantity and number of parcels require more resources to be allocated. Specialists predict that mobile inventory like drones will be a new era of direct delivery.

Meanwhile, robotics application in a warehouse will improve the efficiency of a distribution center and order picking. According to research made by the International Data Corporation (IDC), global spending on robot technologies and services will more than double by 2020, growing from $91.5 billion in 2016 to more than $188 billion in 2020. Robots are helping people to make the processing optimized and automated. Robots may open wide horizons of productivity, reduce costs, improve product quality. For instance, their employment in such basic processes as packing boxes, loading pallets and moving freely without collisions shouldn't even surprise.

Summing up, all technologies described above have huge opportunities to improve logistics in the future. Companies should involve them in their own structure. Full transition will take long period, but if business environment starts now, outcomes in 10-20 years will be great. It is important to remember that Ukraine has wide possibilities of upgrading supply chain. The most appropriate way of digitization characterized earlier is data storage in Clouds. Nowadays, at least one fourth of logistics companies have made this step. Also, block chain technologies are getting into companies management. Others require a big amount of money and are not necessarily to be introduced in our countryin coming years.

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ІНОЗЕМНІ МОВИ ДЛЯ ФАХІВЦІВ ГУМАНІТАРНОЇ ГАЛУЗІ

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ВІДТВОРЕННЯ НАЗВ АНГЛОМОВНИХ ФІЛЬМІВ УКРАЇНСЬКОЮ МОВОЮ

В наш час кіноіндустрія стала однією з найпопулярніших галузей і вона продовжує розвиватись у все більших масштабах, а кількість кінострічок і глядачів збільшується з кожним днем. Багато з нас надзвичайно люблять англійські фільми і перша річ, на котру ми, безумовно, звертаємо увагу є саме