

## INTRODUCTION

This introduction as a beginning part of the presented monograph, we hope, could give a general imagination about the main properties of the proposed theory. We are sure that applications of this theory to the solutions of different practical problems could bring some useful results. Especially we think that spiritual abilities of this theory, in application to our today's problems in such non-stable situations, deserve an attention of those who make principal managerial decisions at the strategies choice applicably to both separate companies and the state levels.

We emphasize that the proposed principle has a variety of possible applications in forecasting or predictions of human's behavior. But before to discuss the principle itself we have to explain what this principle is. The deepest sense of this principle is that we accept a supposition that human's psych acts, in some sense, in an optimal way.

There is a question then: "*What is the source of this property of the human's psych?*" The most difficult contemplations lead to the conclusion that this property is the result of the human being evolution, but of a special kind. In this case the result of the evolution can be explained if one supposes that the evolution was not a continuum in time rather had periodical jumps.

This is just a hypothesis that the evolution had time fragments of permanent development and from time to time leaps in progress (revolutionary changes).

It is supposed that as a result of the jumps some species might have disappeared because in result of the slow evolution they had had just very narrow food (utility) links diapason in the trophic chains or levels. This is a low entropy level of the available alternatives preferences in regards to food. Therefore, the species with highly selected nutrition alternatives (low entropies) die (perish) and the species with the high entropy in the trophic links (wide variety of organic nutrients (food chains) links) do not extinct.

Thus, using the described above principle and its explanations we illustrate the principle's application to the problems of the light and shadow economy proportions. The proposed scheme is rather simplified, connected with certain assumptions. In particular, the scheme is not closed because it is unknown how the incomes of the players are used. The other disadvantage of the theory is that here it is considered a static model (the considered proportions are stable in time); they can change although. At last it was made certain suppositions about cognitive functions in corresponding functionals.

Nevertheless, as an interesting example of its application, the work contains some speculations and calculations concerning the existence of and interrelationships between the two competing flows of resources (light and shadow).