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For better management of enterprises and of their subunits, a new method, called management by objectives, is presented. This method is based on the determination of precise objectives, expressed in precise quantitative terms, such as increase of production by $x\%$, decresase of production cycle duration by $y\%$, etc. Then, an analysis is made of the factors preventing the achievement of the objective and the measures to be taken in view of removing their influence are established. Periodically, the results obtained are analyzed and new objectives are determined. The author stresses the fact that every single objective should be not only clear and realistic in itself, but it should also contribute effectively to the general objective of the respective unit. Further, he describes the manner in which the directives are selected and established, various types of objectives, etc.