

**THE CONCEPT OF “RU’YA” AS KNOWLEDGE MANAGEMENT TOOL IN MOHAMMAD
BIN RASHID AL MAKTOUM’S BOOK “RU’YATI. AL-TAHADDIYAT FI SIBAQ
AL-TAMAYYUZ” (MY VISION. CHALLENGES IN THE RACE FOR EXCELLENCE):
LINGUISTIC AND CULTURAL ANALYSIS**

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ABSTRACT

Modern information technologies actively apply the usual elements of interpersonal communication, filling traditional concepts with new meanings and nuances so that the processes of sharing knowledge become more intense. The book, which we examined, carrying a powerful impetus to the programming of the nation's economic, cultural and social development, aimed at clarifying the concept and implementation of "vision" is a kind of mega-project of Mohammad Bin Rashid Al Maktoum having a huge scale and a high efficiency, according to concrete results of quickly and successfully implementation of many social and economic projects of the state development.

KEYWORDS: Concept, Vision, Meaning, Knowledge, Management