
Świadomość czy samoświadomość ubezpieczonych

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Awareness and Self-Awareness

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Awareness and Self-Awareness

There is a term 'self-awareness' in the literature of insurance and opinion on the insurance market. On the base of the insurance data it is concluded that Poles have a low level of awareness. The level increases when random event occurs. The aim of his article is an attempt to define a term 'self-awareness' and point its connection with life and property insurances.

Key words: *insurance, self-awareness*