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The essence and value of strategic marketing in the conditions of constantly varying environment is opened. Approaches to creation of marketing strategy at the enterprises are considered. As the cores are allocated concepts «Marketing Mix» 4 and 7 . Their comparative analysis is carried out. The most effective method is defined.

7 . 1. 4 7

	4P	7P
	<ul style="list-style-type: none"> • • • • • 	<ul style="list-style-type: none"> • • • • • <p>(People) (Process)</p>
	<ul style="list-style-type: none"> • (People), (Participants), (Process) • • • • <p>4</p>	<ul style="list-style-type: none"> • • • <p>4</p>

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*The development of integration structures in the Crimean wine industry is considered. The
 advantages and disadvantages of the existing wine-making associations are represented.*

70-80 ..
 90- ..

1990-2001 ..
 67,3%, - 31,1% [1].
 2002 ..

« .. »
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 ;
 « .. »
 3-
 6-
 (10-12%),
 41,7% 2002-2006 ..
 1996-2000 ..
 « .. », « .. », « .. » (.. ,
 « .. », « .. », « .. »), - ,
 « .. » « .. », « .. »
 +», « .. » 5
 50 ..
 [2]. , 2009 ..
 13%, « .. » 11,6%
 [3].
 (« .. »),
 « .. », « .. » ..), ,
 : 1.
 2006. - 6. - .41. 2. 03.10.2005 //
 [..] - : <http://www.marketing-ua.com/marketingnews.php?id=3552>. 3. INKERMANN -
 [..] - : <http://wineholding.com.ua/ru/prensa/news>