

*Ways of calculation of effect are analyzed at improvement of quality and competitiveness of means of work. It is offered to define effect at two stages: preliminary and actual. The structure of parameters at both stages and methods of their calculation is developed. Necessity is proved at an estimation of increase of durability to consider not frequency rate service life of products by variants. Recommendations concerning optimization of the plan of tests of new technical equipment are resulted at its manufacturing.*

*Process of updating of the conceptual device of an economic science by loan of terms from other scientific disciplines is considered: sociology, medicine. In innovative strategy of the enterprises the preference is given to concept of "politician", at regional level the new approach to the maintenance and a potential estimation is offered.*

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*In this article are displayed problems associated with weak public support for building and improving innovative susceptibility to energy-saving innovation. The results are studied of regulatory and legal framework energy-efficient.*

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