

" ", 2002 . 4. . . . //
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The main kinds of international risks have been determined. Modern approaches to the risk management of international affairs have been analyzed. Complex approach to the risk evaluation mechanism and its minimization has been worked out.

[1-5].

: 1. "

" 2. "

" 3. "

1999. 5. , 1999. : 1. , 2005. 2. , 2004. 3. , 2004. 4. 1999. 5. , 1999.

The results of the ranzhuvannya influencing of marketing's factors are resulted for the enterprises of Ukraine.

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