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*In this article the problems to transfer of enterprises in using standards are considered. Such problems are actual in condition of globalization of economy.*

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*We consider the potential of industrial enterprise as a complex and dynamic system. Reflected and selected basic properties of the potential as a system. Proposed organizational principles by changing phases of the life cycle of enterprise*

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*The aspects of Labor Management company. With the modernization of modern Ukrainian society under the influence of the system of market reforms, this theme has particular relevance in the management of organizations. The paper reports the main directions of the personnel policy under modern conditions and factors affecting the efficiency of the staff.*

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[2].

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