

ERP,
CRM,
«1 : »

[3, 4].

In report is examining the process administration of marketing in the enterprise. His advantages and defect was considered. Marketing's service role is grounded in the increase of profit of enterprise.

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9. :

I - I .

The analysis of school economic education in I - I cent. is conducted, the profile studies of economy is investigational, the stages of its becoming and development in Ukraine are exposed.

[1].

