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The results of analysis of Europe Union's countries experienced in using real estate tax are shown. The problems of real estate tax implementation in Ukraine, which consist of land tax and tax on property for both natural and legal persons, are given.

1. - , 2006 – 384 .
2. - , 2001. – 264 .
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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.

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