

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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*Under enduring crisis phenomena in Ukraine economy not only all facilities to overcome the difficulties are taken on special significance, but also the auspicious conditions creation for businesses in future becomes important. Ukraine as member of international economic relations must deliberately get into international contacts' system for more effective usage of this contacts and the increase of competitiveness standard. But in practice the national economy competitiveness constantly comes down as yet. So rather necessary becomes clarification of the reasons of such position on base of the internal and world trend analysis, explaining origin of these processes, for shaping of international competitiveness of the national economy in modern conditions.*

: 1. . . . . , 2007. – 488 . 2. . . . . : . . . . . , 2004. – 275 . 3. . . . . , . . . . . : . . . . . , 2003. – 51 .