

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.*

: 1. : . - : , 2007. -  
254 . 2. : / . . . . : . -  
» , 2005. - 422 . 3.  
/ . . . . 26 . . . . : . - :  
2006. - 407 . 4.  
264 . 5. . . . : . . . . 2, 2003. 6.  
2003. - 387 .

### 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].

1917 .)

(1864-  
1864 . ,