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## THE CONCEPT OF «BUSINESS POTENTIAL»: ESSENCE, ECONOMIC SIGNIFICANCE

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### ABSTRACT

*This article discusses existing approaches to entrepreneurial potential. The term entrepreneurial potential is analyzed by the author, on the basis of which he formulates an integrated definition of the studied concept, takes an attempt to apply a systematic approach to solving the problem.*

**KEYWORDS:** *Entrepreneurship, Entrepreneur, Innovation, Entrepreneurial Potential, Entrepreneurial Activity, Opportunities, Risk, Economic Growth, Business.*

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