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THEORETICAL ISSUES OF ENTERPRISES INNOVATION AND ITS MANAGEMENT IN INCREASING THE COMPETITIVENESS OF PRODUCTS OF INDUSTRIAL ENTERPRISES

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ABSTRACT

This article discusses issues related to the competitiveness of industrial products, the role and management of innovation, clarifies the meaning of the terms and develops relevant scientific conclusions and recommendations.

KEYWORDS: *Innovation, Innovation Potential, Combination, News Diffusion, Science And Technology Development, Technology, Competitiveness, Economics, Economic Growth.*

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