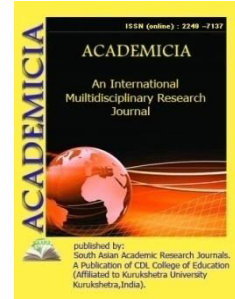




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**STRATEGY FOR INCREASING THE INNOVATIVE POTENTIAL OF
ENTERPRISES OF THE CONSTRUCTION MATERIALS INDUSTRY IN
THE CONDITIONS OF INNOVATIVE ECONOMY”**

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ABSTRACT

The article discusses issues of innovative development of building materials industry of the region based on the cluster approach. Determined the significance of regional cluster development of the industry of construction materials as the effective implementation of the innovative breakthrough of the region as an important part of strategies for strengthening innovation activities may be to support the formation and development of cluster structures. Analyses the current situation with innovation in the building materials industry of the region based on the cluster approach. In the course of the study revealed a direct correlation between involvement in innovative activities on a cluster basis, and the level of development of industry of construction materials.

KEYWORDS: *Innovative Development, Industrial Production, Innovative Economy, Enterprises.*

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