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USE OF INSTRUMENTS FOR ENVIRONMENTAL MARKETING IN ECONOMIC ACTIVITY OF AGRICULTURAL ENTERPRISES

Improved marketing mechanism of agricultural enterprise through the introduction of environmental marketing. Grounded place, tasks and functions of environmental marketing in integrated environmental and economic management.

Key words: environmental marketing, agricultural enterprise man agement mechanism, nature using.



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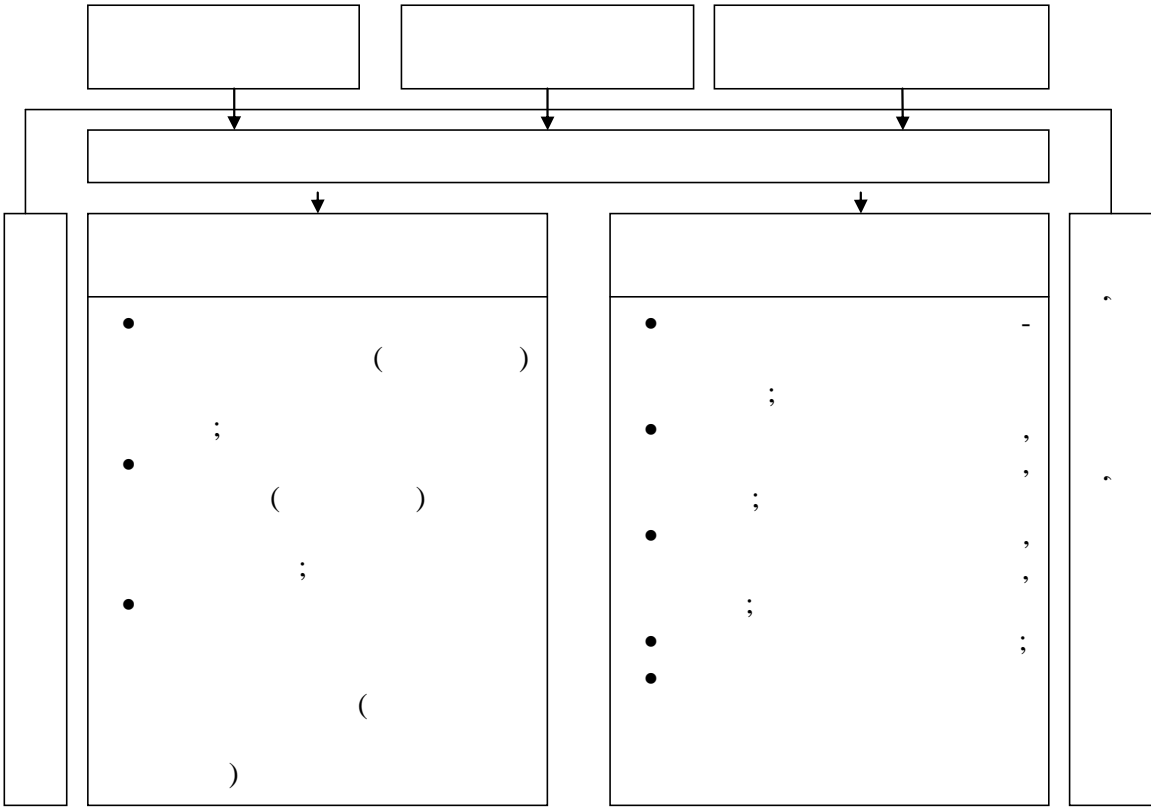
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WATER RESOURCES AS FACTOR TO PROVIDE SUSTAINABLE DEVELOPMENT OF UKRAINE