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THE TOOLS OF CREATION AN ENTERPRISE STRATEGY DEVELOPMENT

Introduction: Today a well-established point of view is the recognition of the development of the enterprise pledge of stable, successful and long-term functioning, which makes actual research the available instrumentation development strategy for the company. **Aims and Objectives:** o study the existing instrumentation development strategy, the approach to policy, to determine the possibility of their use in the formation of strategy of development of the enterprise. **Methods:** Monographic analysis. **Results:** The existing tools of development of the strategy, – methods, approaches and tools of development of the strategy. **Conclusions:** An approach to the development strategy of the company development are defined school, in the framework of which can be developed such a strategy, there is a list of the elements and the arguments of the content of the strategy of development of the enterprise.

Keywords: strategy, toolkit, development approach, a school, a model element argument.

[3, . 62-68]. [6, . 13-253], 10 [2], [4],

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[6, . 13] (. 1).

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	[6, . 148]	
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		[6, . 194]
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	[6, . 221]	
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		-
	[6, . 253]	

1 [6].

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» [5, c. 9-54], [7], [12 . 11-27], [14], [15]

[8], Ashridge.

[8].

[11, c. 7-43, 13, c. 9-35], 2.

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BCG	-	
SPACE	-	
McKinsey	-	
Shell	-	
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[2, 6, 5-15].

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[1, 10].

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