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PERSONNEL SECURITY OF PUBLISHING-POLYGRAPHIC ENTERPRISES: FORMATION OF PERSONNEL POTENTIAL

Introduction. At the present stage of evolution human factor is the most important resource which can create new knowledge and apply it for more rational use of limited natural resources and develop conditions for steady development. Hence, research of personnel security requires special attention. **Aims and Objectives.** More intensive research of personnel security of enterprises with the purpose of creation of personnel potential. **Methods.** Method of scientific observation, method of logical and comparative analysis. **Results.** Creation of personnel potential is an important function of any enterprise which greatly influences its effectiveness and is the condition of its existence. The process of creation of personnel potential should take into account methodological principles of ensuring personnel security which is to minimize risks, neutralize threats and prevent receiving additional market privileges and, in the long run, promote effectiveness of operational activity of the enterprise. **Conclusion.** The objective has been determined; priority tasks have been described, collection of objects as the target for ensuring personnel security has been described. Advisability of personnel formation using the principles of personnel security in publishing-polygraphic industry has been demonstrated.

Key words: personnel security, personnel potential, object of security, enterprise, publishing-polygraphic industry, ensuring

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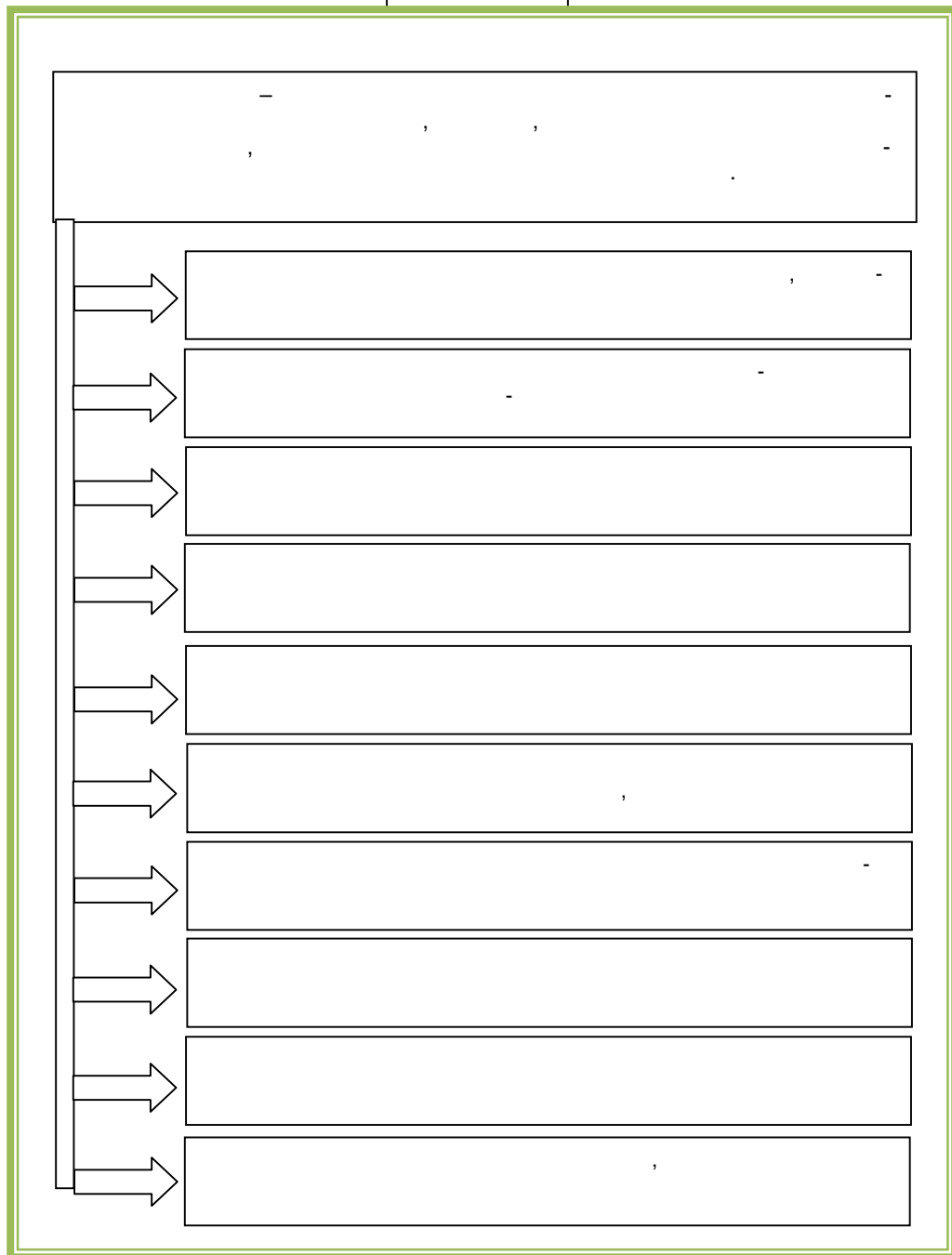
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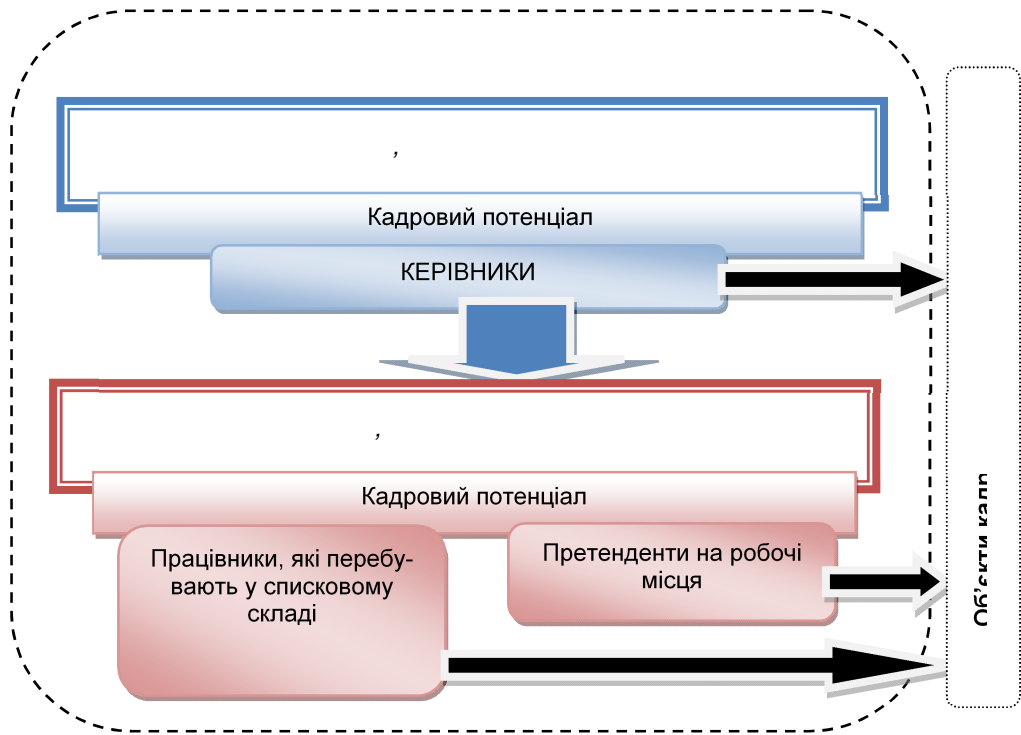
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