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- university the name of Yu. Kondratyuka. **The orientation to the client as an instrument of increase of efficiency of activity of power enterprise.** The problem of insufficiency of attention of power enterprises the improvement of relationships is considered with clients-users. Steps are offered in the direction of forming of the system of the orientation to the klient approach in the modern terms of menage. Grounded necessity of development of Standard of service of customers and organization of campaign on PR-accompany as to the instrument of realization of the orientation to the klient approach in activity of power enterprise.
- **Keywords:** power enterprise, client-user, of the orientation to the klient approach, Standard, PR-accompany.

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1	7	1
2	2	65
3	1	79
4	4	35
5	3	42
6	5	27
7	6	5

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Raksha Natalia Victorivna, candidate of economic sciences, senior lecturer in management. **Belova Olena Igorivna**, department of management assistant. Kiev national university of trade and economic. **Effect of motivational mechanism for strategic enterprise management.** Examines the nature and features of the effect of motivational mechanism for the strategic management of the enterprise to increase productivity in the enterprise and increase its profitability.
Keywords: strategic management, motivation, motivational mechanism.

08.04.2011 .