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( - ),

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( - )

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[1, .196].

[2, . 8].

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[3, .14-18].

« ( )

» [4, .21-24].

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[8, .9].

» [5, .89].

« ( , )

» [6, .182].

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1930 .

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» [9, .37].

[10, .5; 11, .118].

[7, .3]. ( )

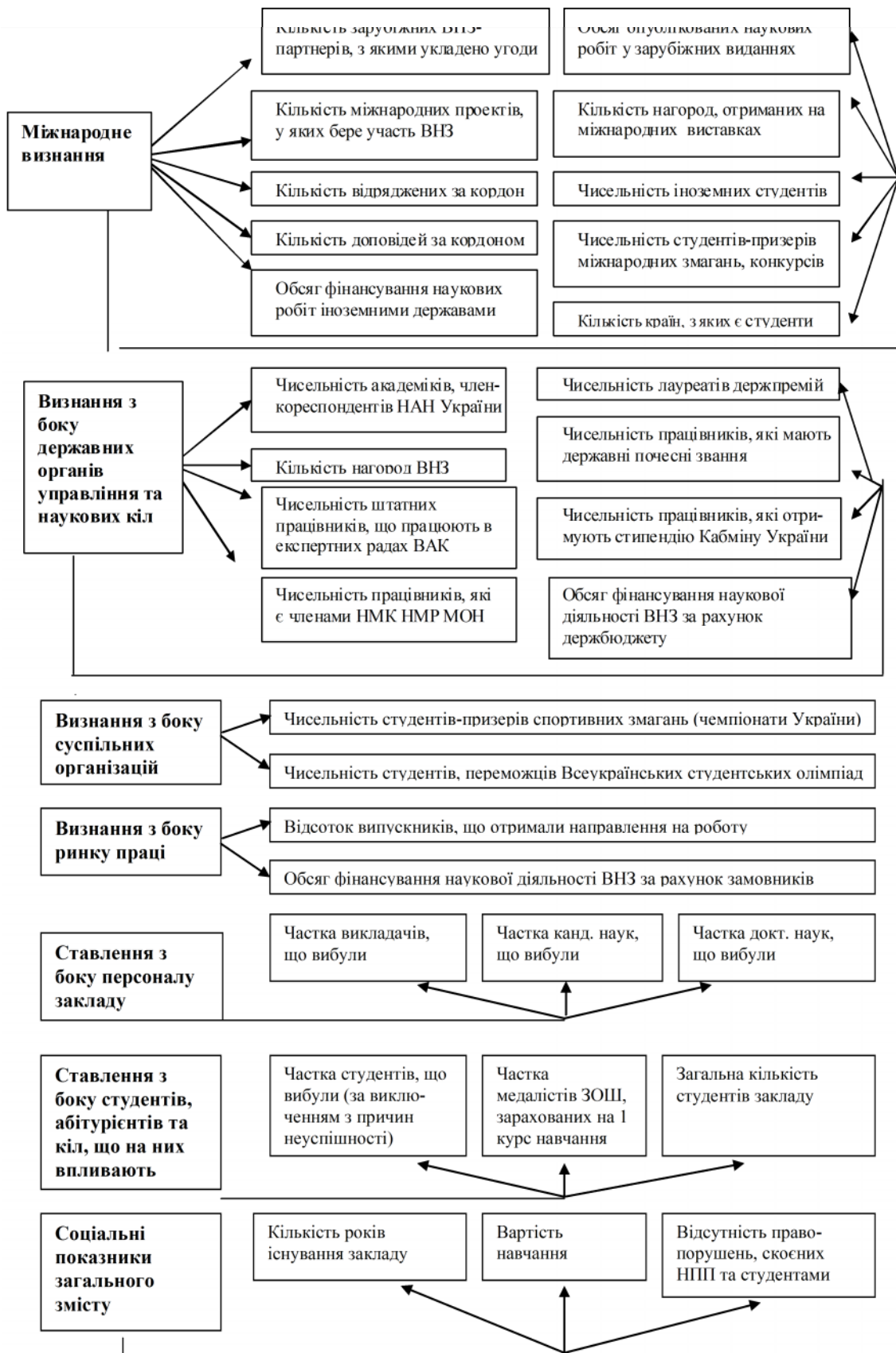
:«

[8, .9].

» [12, .106].







.1.

1.

1	2	3
<i>1.</i>		
1.1	- , ,	50
1.2	( , , , , , ) ,	200
1.3	,	50
1.4	- , , ,	50
1.5	- , . . . .	20
1.6	( , , , , , ) ,	3
1.7	, , , ,	50
1.8	- ( , ,	50
1.9	, , , , ,	10
1.10	, , , , ,	17
<i>2.</i>		
2.1	( , , ) , - -	50
2.2	-	10
2.3	- ,	40
2.4	- ,	5
2.5	( , , , , ) ,	2
2.6	- ,	5
2.7	- - , - ,	50
2.8	, =1; =24; =1,5; : =5 ,	15000
<i>3.</i>		
3.1	- ( , , , ) ,	50
3.2	-	50



2.

	2006 .	2007 .	2008 .	2006 .	2007 .	2008 .
-						
,	0,200	0,240	0,200	1	1	1
( , , , )	0,005	0	0	1	1	1
-	0,445	0,800	0,700	1	1	1
( , , )	0,300	0	0	0,666	1	1
, , ,	0	0	0	0,140	0,360	0,400
- ( , , , )	0,060	0,060	0,050	0,120	0,360	0,500
	0	0	0	0	0	0
,	0	0	0	0,647	0,647	0,706
	0,111	0,128	0,111	0,657	0,713	0,731
,						
, , , ,	0,333	0,666	0,666	1	1	1
, , ,	0	0,600	0,500	0,68	1	1
	0,167	0,633	0,583	0,840	1	1

.2 ( )

( - )

« ( - ) 2006-2008 »

.3

.2 3

3.

	2006 .	2007 .	2008 .	2006 .	2007 .	2008 .
( )	0,396	0,298	0,368	0,645	0,675	0,664



1. ... // ...  
2. ... 1991. - 319 ...  
3. ... 2001. - 254 ... // [ ... - 2005. - 3. ]  
4. ... 1987. - 1. - 14-18. ... [ ... ] - ... 2007. - 208 ...  
5. ... 1987. - 1. - 21-24. ... // ...  
6. ... 2006. - 192 ...  
7. ... ( ... 3-5 ... 2007. ) - ... 2007. - 182-183.  
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13. ... / ... // ... - 2003. - 4. - 113-119.  
14. ... : ... 2003. - 316 .  
15. ... / ... 2006. - 256 .  
16. ... [ ... ]  
17. ... : ...  
18. ... / [ ... ] - ... 2007. - 208 .  
19. ... / ... 2006. - 263 .  
20. ... 2008. - 73-77.  
21. ... / ... 2006. - 253 .

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UDC 330:331

- **Artyukhina Marina Volodimirivna**, candidate of economic sciences, associate professor of department of marketing of the Slavonic state pedagogical university. **Social potential of higher educational establishment: essence and estimation.** In the theses we have researched theoretical and methodological bases of forming and estimation of social potential of high school in realia of transformation period of Ukrainian economy and Euro integration. We continue to research the notion "social potential of high school". The essence of scientific cognition of forming of social potential of high school is developed with usage of the method of the analysis of local potentials.
- **Keywords:** social potential of high school; estimation of social potential; forming of social potential; analysis of local potentials.

10.05.2011 .

331.5

[1, . 239-240]: