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- **Sergey Yaroslavovich Voytovich**, candidate of economic sciences. **Irene Peter Potapyuk**, graduate student. Lutsk state technical university. **Essence and maintenance of concept marketing strategy.** Basic functional strategies which are developed as separate blocks within the framework of main strategic conception are in-process certain; interpretation of concept « marketing strategy» is analysed different authors; basic lines, inherent marketing strategy, are described; separate approaches are given in relation to determination of concept « marketing strategy».
- **Keywords:** marketing, marketing strategy, personal touches of marketing strategy.

17.09.2011 .