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In the article the basic scientific approaches determination of concept of financial firmness and management of enterprise financial firmness are considered and the obtained data are systematized in tables. The basic criteria of maintenance of financial firmness are marked. Improved concept of financial firmness and management financial firmness.

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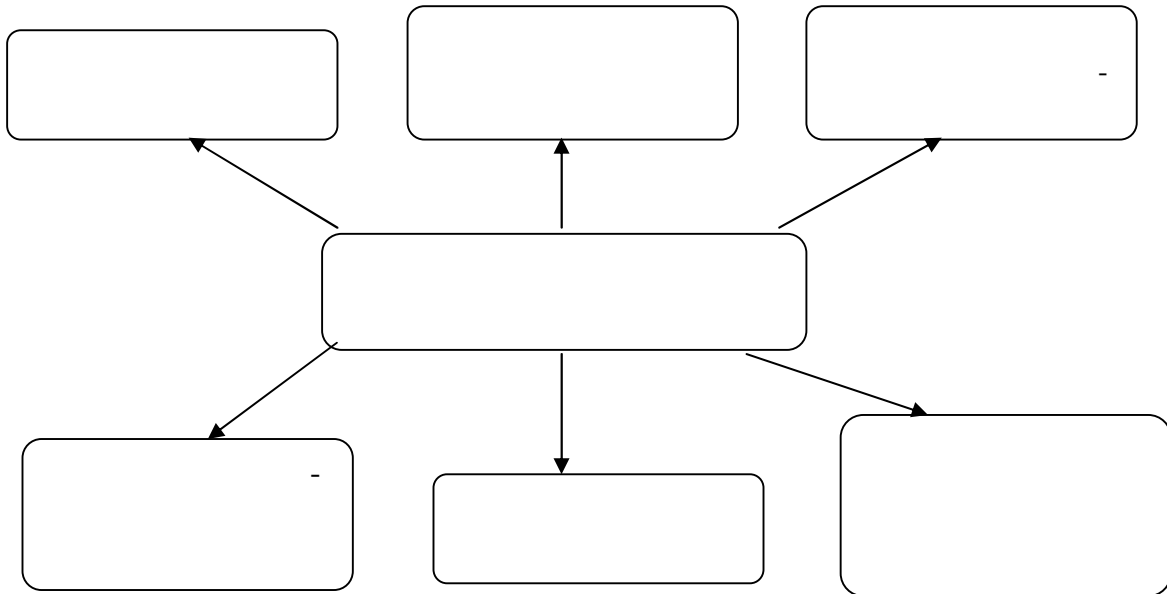
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- **Bogachevskaya**
- **Katerina Volodimirivna**, student. Kryvyi Rih national university. **Improvement of the notion of financial stability managemnt.** In the article the basic scientific approaches determination of concept of financial firmness and management of enterprise financial firmness are considered and the obtained data are systematized in tables. The basic criteria of maintenance of financial firmness are marked. Improved concept of financial firmness and management financial firmness.

Keywords: firmness, financial firmness, management of financial firmness.