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- scientist, social infrastructure department. Institute for
- demography and social studies named after M.V. Ptukha
- at the National academy of sciences of Ukraine.
- **Theoretical and methodological approaches to**
- **tvaluation of development of the region's cultural**
- **environment within market conditions.** The necessity
- for improvement of theoretical and methodological
- approaches to evaluation of level of maturity of the
- region's cultural environment and social and cultural
- activity of its population was established.
- **Keywords:** cultural environment, social and cultural
- activity of the population, cultural service, innovation
- and investment potential.

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