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In the article the conceptual terminology of intellectual potential of the company. We give different interpretations of the intellectual potential of the company and offered his own definition. In addition, the role of the intellectual potential of the company in terms of innovative economic development.

Keywords: *intellectual capacity, innovation, resources, intelligence, enterprise.*

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«*potentia*», «*potential*» –

2007-2011

2007

0,465%, 2009 – 0,45%, 2011 . – 0,38% [10].

2011

90%

1.

1	«... , ».	.	[2]
2	«... , , ».	. .	[7]
3	«... (, , , ,) ».	.	[8]
4	«..... - - - , - ».	.	[6]
5	«... , , - , , ».	.	[9]
6	«... , , ».	.	[1]
7	«... , - ».	.	[12]

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2. «

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Zelinsky Roman Romanovich, lecturer in economics of Ivano-Frankivsk national technical university of oil and gas. **Intellectual potential enterprises as the main resource to ensure its competitiveness.** In the article the conceptual terminology of intellectual potential of the company. We give different interpretations of the intellectual potential of the company and offered his own definition. In addition, the role of the intellectual potential of the company in terms of innovative economic development.

Keywords: intellectual capacity, innovation, resources, intelligence, enterprise.

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