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Guravova, D.A. Impact of Euro–2012 on the foreign – policy image of Ukraine

Event–management – component of image strategy of the state, which should contribute to improved perception of state for foreign and domestic arena. On the basis of monitoring of the foreign media, revealed regularities of transformation of the image of Ukraine. Proven ambiguity of the dynamics of foreign image of Ukraine as a result of the Euro–2012 championship.

Key words: *Euro–2012 in Ukraine, image of state, event–management.*