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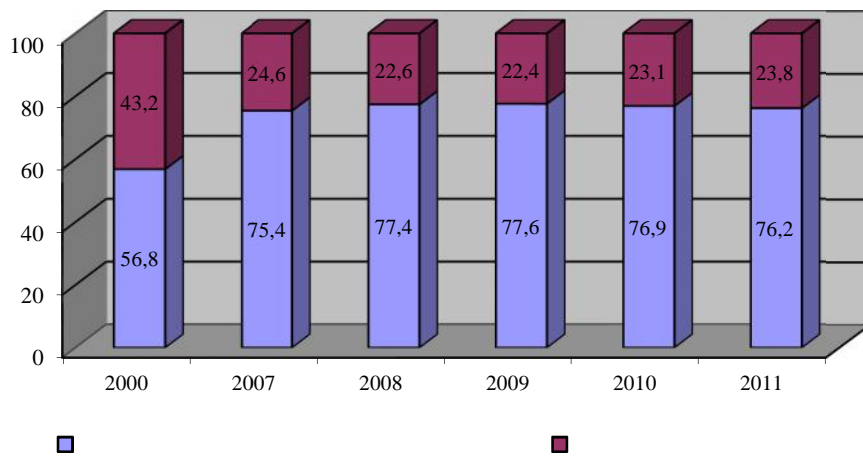
Generalized approach to the essence of the concept of "innovation potential" possible to determine the basic theoretical aspects of its content and features in the conditions of the knowledge economy for industrial enterprises.

Keywords: innovative potential, knowledge economy.

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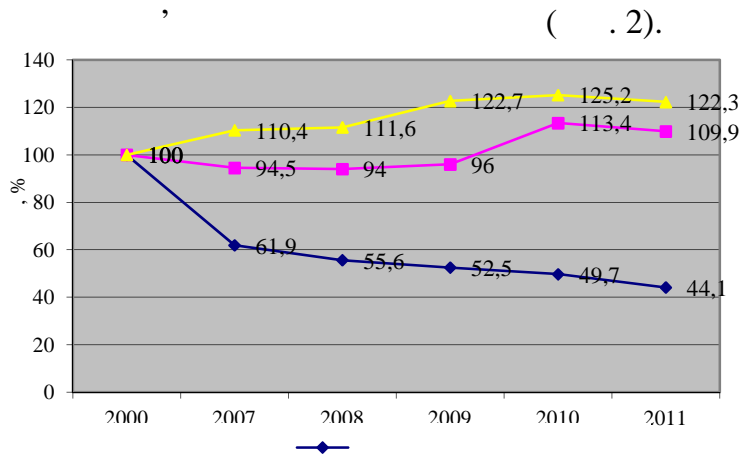
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