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In this article considers the nature and process of anti-crisis management, methods and forms of its implementation, theoretically grounded approaches to crisis management as an integrated system
 Laid out directions for activity of enterprise in the scope of anti-crisis program and mechanisms for implementation of anti-crisis management. Made conclusion about effectiveness systemic vision of the functioning of the company.

Keywords: anti-crisis management, anti-crisis management program, financial and organizational management, personnel management, marketing and investment policy.