

Global modification of the market competitive mechanisms

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ABSTRACT. In the article there were studied the phenomenon of the global economy, preconditions and factors of its establishment. It demonstrates that mechanisms of the global market transform the traditional subject disposition, forms and competition methods. There have been outlined corporative, countries, meta-regional and inter-civilizational peculiarities of the global competition. It considers the essential signs of the ongoing financial crisis and assessed its influence on the environment and strategies of the competitive development.

KEY WORDS: globalization, global market, global competition, global crisis, anti-crisis management.

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