

## **Registration and Analytical Providing of Marketings Researches in Agriculture**

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**Key words and phrases:** marketing research, segments of activity, segmentarnaya accounting, agriculture, registration and analytical providing.

**Abstract:** The questions of the registration and analytical providing of marketings researches are considered in agriculture. Description of methods of analysis of book-keeping documents is resulted in the system of marketings researches. The form of report is offered on a sale an agricultural produce on segments.