

## Strategic Management of Industry Competitiveness

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**Key words and phrases:** branch management; competitiveness of the industry; competitive advantages; level and assessment phases of the strategic competitiveness of the industry; management system of strategic competitiveness of the industry; parameters.

**Abstract:** This article discusses the need for highly competitive industries in the current economic conditions on the basis of the concept of industry as the organizational and administrative complex under different variants of the forecast of economic development and the global economy.

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