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- **Komarnickiy Igor Michayljvich**, doctor of economic sciences, professor, manager of marketing department.
- **Tsar Galina Vasiliyвна**, graduate student. Lvov state institute of the newest technologies and management the name of V. Chernovil. **Areas of improvement of marketing management to milk company.** Directions of improvement of marketing management milk business.
- **Keywords:** milk business, marketing management, model.

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XIX – XX . [1].

[2; 3].

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» [4].

1.

	2008 .	2009 .	2010 .	2008 .	2009 .	2010 .
	91,1	65,8	84,6	2,8	2,9	2,8
	1806	1906	2176	1661	1733	2033
, %	106,3	90,8	109,8	104,2	90,0	113,5
, %	102,9	101,7	100,9	102,9	101,7	100,9
	669	744	922	669	744	922
	669	744	922	669	744	922

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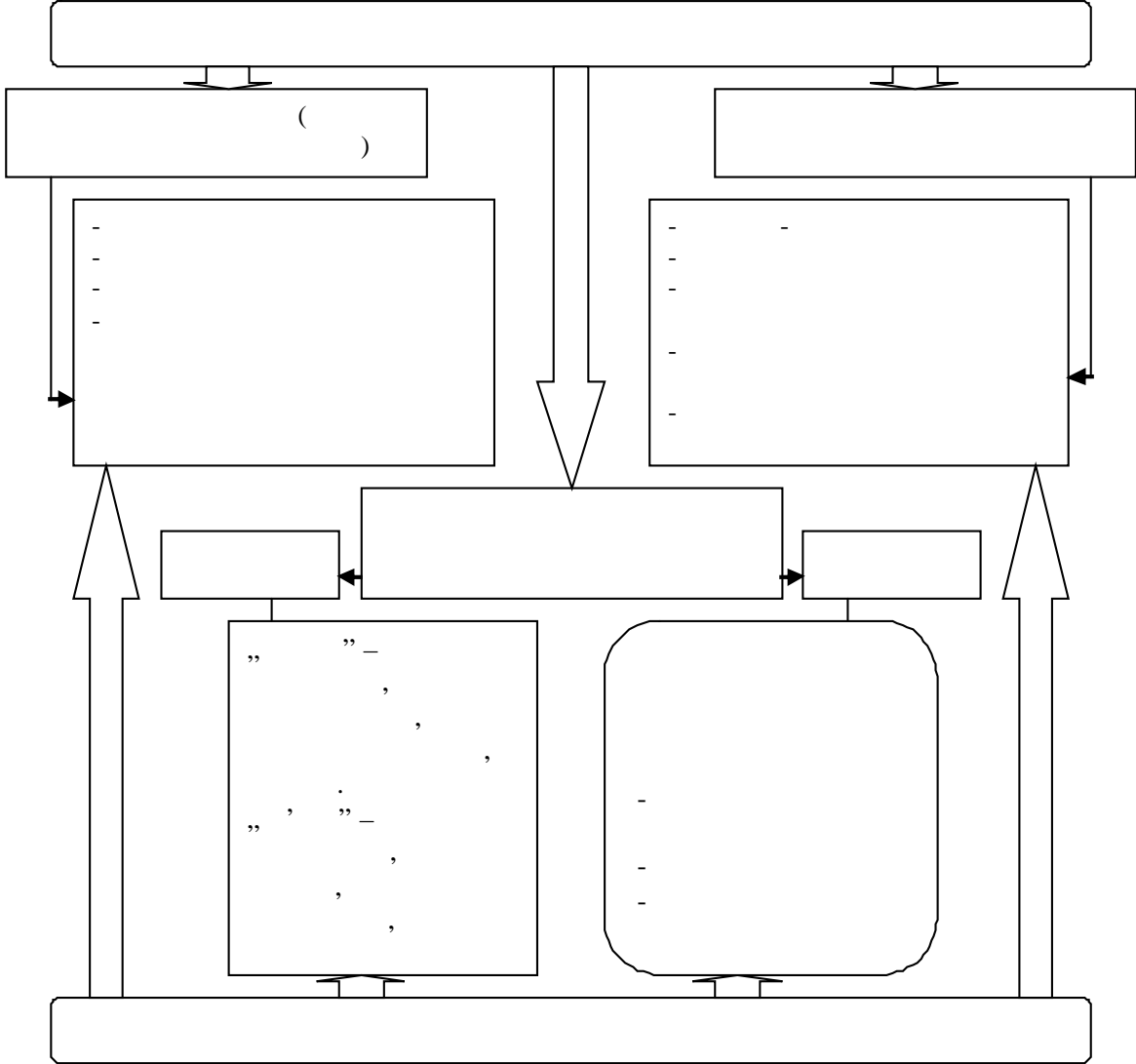
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- **Ptaschenko Liana Alexandrivna**, doctor of economic sciences, **Lyubimovska Tetyana Nickolaivna**, student. Poltava national technical university of the name of Yu. Kondratyuka. **Influence of public social policy is on social efficiency of enterprise**. In the articles investigational of concept the „social state” and „social efficiency”, some methods of estimation of social efficiency are considered, certainly place of instrument of adjusting of social policy in the system of factors of growth of efficiency of enterprise.

- **Keywords:** social state, social efficiency of enterprise, public economic and social policy, social policy of enterprise.

17.12.2010 .