

In the article it is mentioned that one of the forms of foreign economic activity of enterprises is foreign trade. Classical, neoclassical and alternative conceptions of theories of international trade are considered. The basic criteria of efficiency of foreign trade are defined.

Key words: efficiency of foreign trade, conceptions of international trade, export-import operations.

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 72. - : 6 .

The role of corporate culture in competitiveness of the enterprise is based in the article. The essence of the influence of corporate culture on the company's competitiveness. The basic types of interaction of corporate culture in the company and its impact on the image and competitiveness.

Keywords: corporate culture, corporate values, competitiveness, staff, competitive advantages, image.

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