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« » . 2013. – 49 (1022). – . 32–37. – . : 8 .

In this article the issue of forming a marketing strategy in the beer sector enterprises, the methodological approaches to measuring the effectiveness of marketing strategy that enables businesses to determine which markets work, what the consumers, product and pricing policies.

Keywords: marketing strategy, the effectiveness of the marketing strategy, the beer industry, the market share of the company, the relative market share, growth rate.

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- “ ” (, ,),

Due to globalization tendency of the world economy, activities of any company in any form involve a great number of risks. However, their significant increase is typical for companies carrying out foreign economic activity as they are affected not only by internal environment factors, but also by external ones. The strategy of managing currency risks should comprise the following elements: taking all possible measures to avoid risks which lead to significant losses; controlling the risk and minimizing amounts of eventual losses if it is impossible to completely avoid it, assigning the currency risk in case it is impossible to avoid it. After assessing the risk probability, degree, and value, the company selects the appropriate method of minimizing the currency risk. In routine management of foreign economic activity such methods are normally subdivided into “internal” and “external”. The former are measures to avert the emergence of risk and are thus preventive in nature. The “external” methods mainly affect not the process of emergence of risk, but its consequences by way of their elimination.

Keywords: currency risk, management, minimization, hedging, strategy

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