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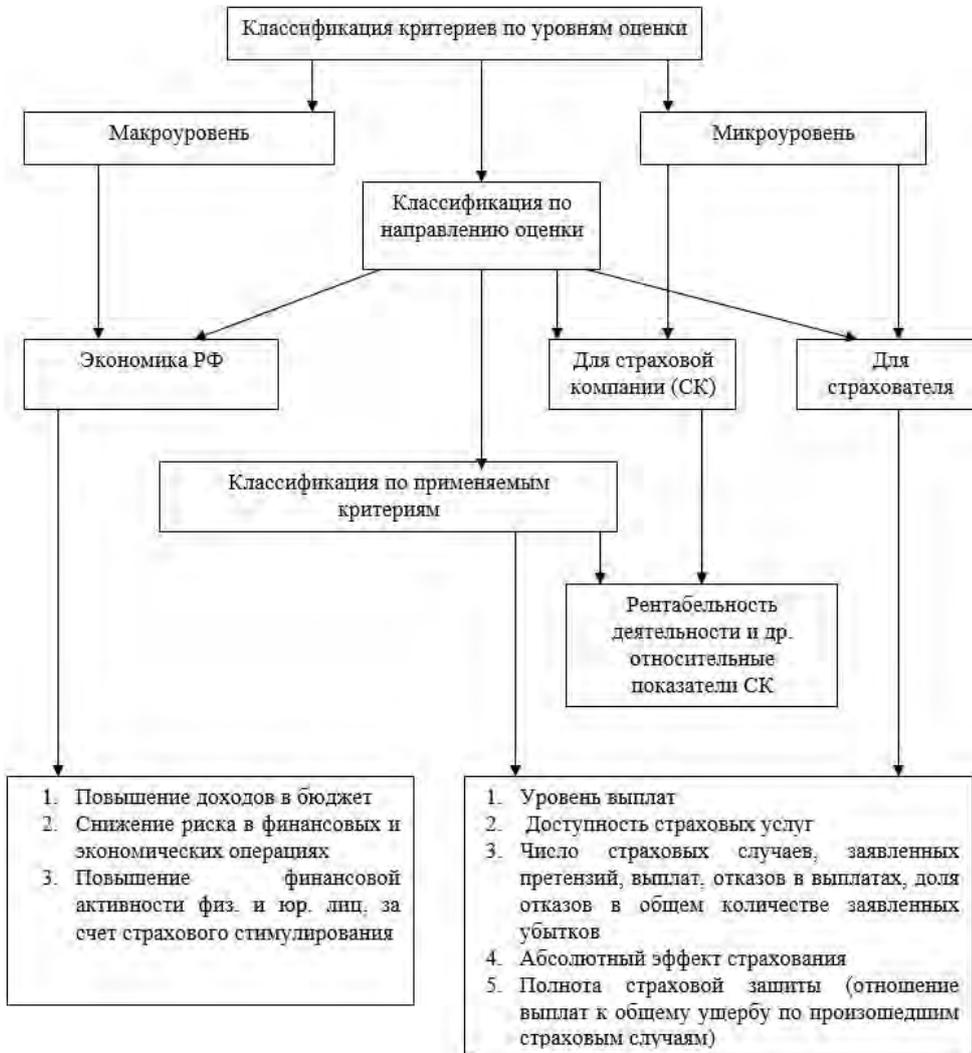
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INTEGRATED ASSESSEMENT OF INSURANCE SERVICES EFFICIENCY

The article considers one of the approaches to the integrated assessment of the insurance services efficiency. The model of insurance services evaluation criteria is described. The main indicators of insurance services efficiency are presented. The indicators which allow assessment of this efficiency are proposed to evaluate the efficiency of insurance services for policyholders based on several criteria.

Keywords: insurance services, the efficiency of the insurance company activity, the insurance market.

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2. ... / ... , ... — ... 2015. — 299 .
3. ... / ... « ... », 2015. — 132 .
4. ... / ... , 2014. — 496 . — . 76-131.