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**INNOVATIVE INVESTMENT STRATEGY AS THE MAIN WAY
OF COMPANIES DEVELOPMENT IN RUSSIA**

The theoretical aspects of innovative investment development of the enterprises under modern conditions were considered, the primary issues were determined. The interrelation of innovative and investment processes was grounded. The main strategic approaches to innovative investment development were formed and stated, the possible risks were highlighted. The statistic data for the Republic of Crimea and Sevastopol on the use of innovative technologies was presented.

Keywords: innovative investment development, innovation, investment, innovation activity, strategic management, innovations.

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