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**THEORETICAL APPROACHES TO TYPING COMPETITIVE STRATEGIES OF
ENTERPRISES OPERATING ON THE COMMODITY MARKET**

The issues of studying the substantive part of the concept of «competitive strategy» of an enterprise, determining the main types of competitive strategies of enterprises have been raised repeatedly in modern scientific works. Foreign and Russian authors have given many options for typing competitive strategies of enterprises, based on one or another criterion for their determination, to some extent duplicating each other. The current situation in theoretical terms necessitates a thorough analysis of the presented modern author's approaches to the typing of competitive strategies of enterprises with a view to their subsequent systematization.

The methodological basis of the research is the general theoretical research methods: methods of analysis and synthesis, methods of generalization and systematization, high-quality content analysis, graphic technique.

The article reveals a modern understanding of the concept of "competitive strategy" of an enterprise, operating in the market, establishes the relationship of this concept with the term "marketing strategy" of an enterprise. Different types of competitive strategies of enterprises operating in the product market are considered. Theoretical approaches to typing competitive strategies of enterprises operating in the product market are determined. Types of competitive strategies related to managerial (behavioural), biological (structural-production), evolutionary (innovative) approaches are established.

In the final part of the work, the author's vision for systematizing the typing of competitive strategies of enterprises operating in the commodity market is noted.

Keywords: enterprise competitive strategy, typing of competitive strategies, product market, competition, competitive advantage, enterprise competitiveness, marketing.

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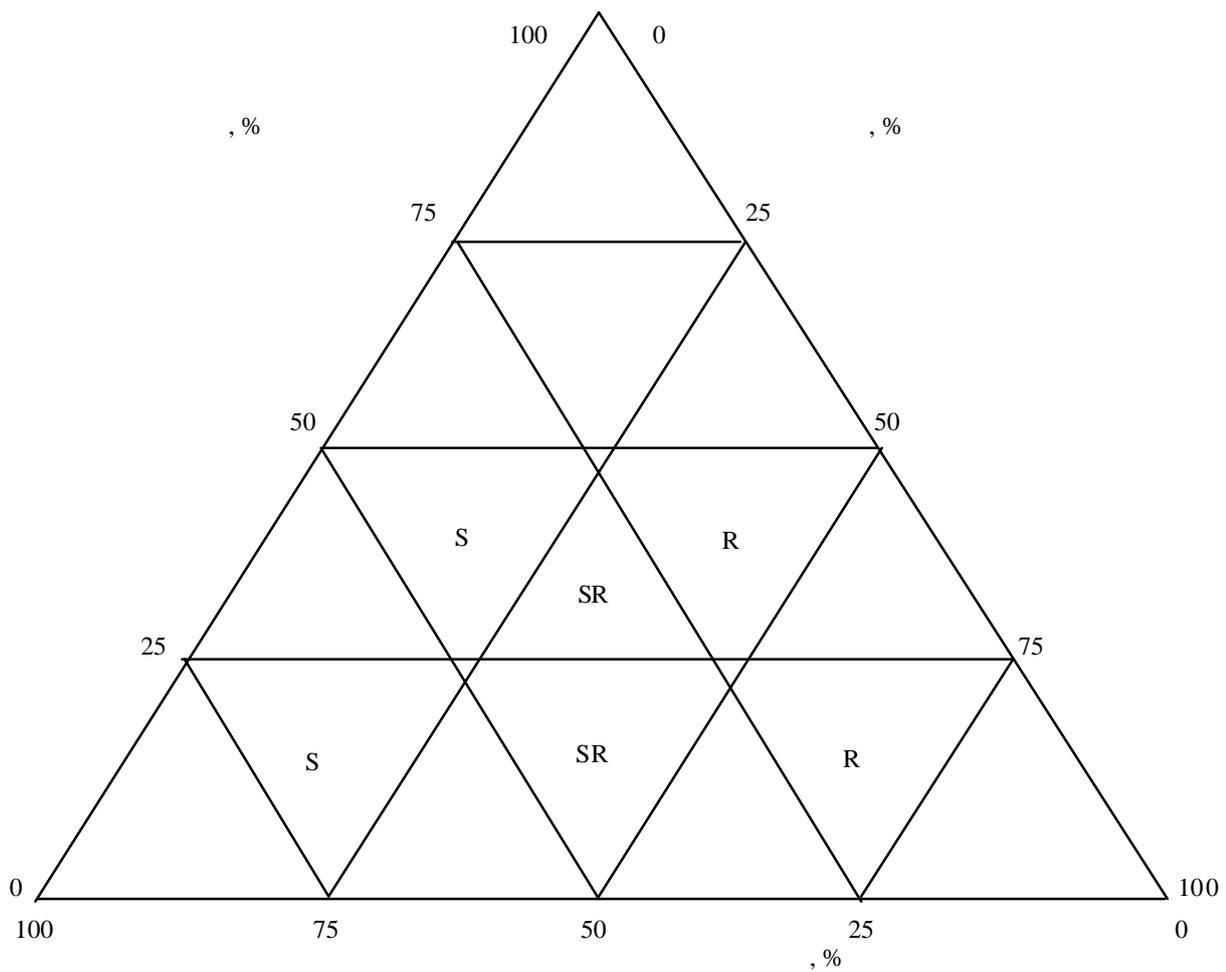
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[20, . 1187-1189; 21, . 1191-1192]) [20, . 1187-1189]. () [20, . 1187-1189]. (/) [20, . 1187-1189]. () [20, . 1187-1189]. () [21, . 1191-1192]. () [20, . 1187-1189].
[12, . 146-152]	(. . .) [12, . 146-152]. (SCM, Strategic Cost Management) (. . . , . . .). « () » [12, . 153-156].) ; [12, . 157-158]. ; [12, . 159-163].

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