

INTERRELATION BETWEEN ECOLOGICAL AND ECONOMIC CORPORATE STRATEGIES

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Integration of ecological aspects into all fields of activity of the enterprise has caused necessity of use at the decision of environmental problems of the strategic approach, being the obligatory factor of competitiveness of the enterprises in modern conditions. The given approach makes special demands to all stages of strategic management: the analysis of environment, definition of mission and the purposes, a choice of strategy, performance of strategy, estimation and the control of performance.