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**INFORMATION SUPPORT OF MANAGEMENT  
OF ENTERPRISE POTENTIAL**

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***Research methodology.*** *The research of the essence and value of information and information support of management of modern enterprises and its potential has been conducted using the methods of analysis, synthesis, systematization and generalization.*

***Results.*** *The research of content, meaning, role of information and information support of the company management, its potential and its impact on the company has been done.*

***Novelty.*** *The necessity of improving the information support of management of the company potential, creating highly efficient information technology through the use of modern computer and telecommunications equipment have been grounded to improve the quality of management.*

***Practical significance.*** *The use of modern information technology with the latest computer telecommunications equipment will improve the quality of company management and its potential, promote its innovative development, improve the efficiency of the company activity, its competitiveness and market value.*