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**CONTEMPORARY ISSUES OF COST MANAGEMENT
AT PUBLISHING AND PRINTING COMPANIES**

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***Research methodology.*** *method of logical generalization and systematization for identifying the major issues of cost management at publishing and printing companies; analytical method for calculating the costs incurred to earn a net income of 1 UAH, and for studying the structure of operating expenses for a publishing house and a publishing and printing company; synthesis, comparative and abstract-and-logical methods for describing the main progressive methods of production management.*

***Results.*** *The issues of cost management at publishing and printing companies have been examined in the article. Operating expenses for a publishing house and a publishing and printing company have been analyzed and sources of reducing production costs and selling expenses for publishing and printing companies have been determined.*

***Novelty.*** *The main methods of costs minimization for publishing and printing companies have been proposed, which enable them to reduce the level of operating costs incurred to earn a net income of 1 UAH and consequently lead to the improvement of competitiveness and business profitability.*

***Practical significance.*** *The application of an efficient system of costs reduction by publishing and printing companies enables them to increase the level of their economic efficiency and competitiveness.*