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**ESSENCE ANALYSIS OF ANTI-CRISIS FINANCIAL  
MANAGEMENT OF COMPANY**

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***Research methodology.*** *When researching the essence of « anti-crisis financial management of enterprises» we have used the methods: induction and deduction —studying the terms «anti-crisis management» and «anti-crisis financial management», comparison and systematization — studying the interpretation of the term «anti-crisis financial management»; morphological analysis — clarifying the concept of «anti-crisis financial management»; abstract logical — for theoretical generalizations and conclusions of the study.*

***Results.*** *The essence of the anti-crisis of financial management has been reviewed. The analysis of principles of the anti-crisis financial management has been done. On this basis, a simplified version of principles of anti-crisis financial management has been improved and proposed.*

***Novelty.*** *The conducted analysis of the interpretation of the term «anti-crisis financial management» has shown that it is necessary to introduce the definition which will take into account the basic elements of management and financial structure. Our own version of the interpretation of the term «anti-crisis financial management» has been suggested.*

***Practical significance.*** *The theoretical conclusions, scientific practical recom­mendations and other results of the scientific research can be used in the future when implementing anti- crisis financial management in the enterprise.*