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**DEVELOPMENT OF THE ORGANIZATIONAL  
AND ECONOMIC MECHANISM OF PUBLISHING  
AND PRINTING ENTERPRISES AND ITS INFLUENCE  
ON THE COMPETITIVENESS OF REGIONS**

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***Research Methodology.*** *The theoretical and methodological basis of the research are the works of domestic and foreign scientists, the methods of theoretical generalization, analysis and graphic representation.*

***Results.*** *The results are based on scientific research in the development of the organizational and economic mechanism of the enterprises of publishing and printing industry, and its impact on the competitiveness of the regions. The characteristic features of publishing and printing activity of enterprises have been substantiated, the main participants of the publishing and printing market have been determined, and the factors of “pyramid” of competitiveness of regions have been estimated.*

***Novelty.*** *The methodological approaches to the development of organizational and economic mechanism of publishing and printing enterprises and its influence on the com­petitiveness of the region have been generalized, the methodical approaches to the for­mation of the main participants of the publishing and printing market and factors for­ming new approaches through the “pyramid” of the region’s competitiveness have been adapted.*

***Practical Significance.*** *The scheme of organizational and economic mechanism of the enterprise management of publishing and printing industry has been designed, the main participants of the publishing and printing market, and the “pyramid” of the re­gion’s competitiveness have been determined. The development of the organizational and economic mechanism of the enterprises of publishing and printing industry and its influence on the competitiveness of the region have been proved, as well as the need for practical use of corporate governance of enterprises, which will raise the living stan­dard of the population.*