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STRENDS IN DEVELOPMENT OF PUBLISHING AND PRINTING  
IN UKRAINE

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**Research methodology.** General scientific methods (analysis, synthesis) have been used knowledge, to clarify the nature and content of the concepts to determine the theoretical analysis of trends and methods of system analysis.

**Results.** The balance mechanism of action MIC entities in the state has been examined.

**Novelty.** The necessity to carry out the monitoring have been defined as well the means to improve the regulation processes of resource maintainance in the field of printing and publishing have been presented.

**The practical significance.** The developed function supports regulation of normal process of the economic activities flow according to the established script and regulations, eliminates possible deviations by attracting new resources or planned adjustment parameters and timing of their achievements.