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**ASSESSMENT OF CURRENT CONDITIONS AND RESULTS
OF FUNCTIONING OF A PUBLISHING AND PRINTING COMPANY**

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***Research methodology.*** *Theoretical and methodological basis of research is the theory of operation and business development. Its basis is the fundamental works of domestic and foreign scientists in the field of publishing and printing business. The study has been carried out using the following methods: statistical and comparative analysis, structural and logic generalization.*

***Research results.*** *During the study, the following results have been received: statements of academics and practitioners have been generalized on the role of publishing and printing business in the development of society and the state, analysis of operation results of publishing and printing business in Lviv region has been conducted.*

***Novelty.*** *Approaches of scientists have further development to determine the categories of «publishing and printing industry», «publishing and printing complex», the methodology for analysis of the publishing and printing business conditions at the regional level has been proposed and implemented.*

***Practical significance.*** *The results of the research may have practical application in solving problems of management of publishing and printing business on the regional level.*