

INVESTMENT STRATEGY AS A CONDITION FOR PURSUING A COMPANY'S GENERAL STRATEGY

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***Abstract:** In order to pursue general strategy of a company there have to be formulated specific strategies, focusing on the area of the company's operation which is responsible for its success. According to many economists, the investments and the properly designed investment strategy condition development of a company. Confirming this thesis is one of major objectives of the following paper, which also sets out to identify factors conditioning activity in the sphere of investment in a company's strategy, and discusses various types of investment strategies.*

*Key words: investemt, investment strategy, company strategy
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