

Abstract of the Article
“Prior Terms Activation of Innovative Activity as the Basis of Modern Enterprises’ Product Policy”
by L. Telishevskiaia

The terse analysis of the modern state of innovative activity in Ukraine and the legal conditions of the enterprise’s innovative development activation is given in the article.

The scientific conclusion of the article determines the exigent terms activation of innovative activity. The nearest future modern enterprises’ product policy means further improvement and control of legislative basis implementation; clear strategic priorities determination of both state and enterprise levels; the investment market’s infrastructure development and the innovative investment cost decline, and the increase of enterprises’ marketing research.