

## **Role of creative regions in the improvement of international countries' competitiveness in the conditions of globalization**

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**ABSTRACT.** In the article the author particularly analyzed and systematized current theoretic approaches concerning the definition of category's nature «creative regions», revealed the key factors of its formation and development in the conditions of globalization. There have been determined the role the creative regions play in the improvement of international competitiveness of the leading countries.

**KEY WORDS:** creative economy, creative sectors, creative regions, international competitive advantages, international regions' competitiveness, international countries' competitiveness.

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