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**CORPORATE VALUES AS THE BASIS FOR CREATION
A UNIQUE IDENTITY OF CORPORATIONS**

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Abstract

With the increasing number of commercial companies and non-profit organizations, the formation of a unique identity is becoming increasingly relevant for each of them. Modern scientific knowledge recognizes that corporate values should play a key role in this formation, but the question of under what conditions they can enhance corporate identity remains open. The study of these conditions, carried out on the basis of the author's axiological model, is the subject of this work. In the process of researching documents and information materials posted on websites and corporate accounts on social networks of 30

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