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# STRATEGIES FOR ENHANCING THE MARKETING SYSTEM IN UZBEKISTAN'S AGRICULTURE SECTOR

Introduction. In recent years, the agriculture sector in Uzbekistan has gained significant attention as a key driver of economic growth and development. With its fertile lands and favorable climatic conditions, Uzbekistan holds immense potential to become a major player in the global agricultural market. However, to fully capitalize on this potential, it is crucial to enhance the marketing system within the country's agriculture sector. Effective marketing strategies are essential for connecting producers with consumers, facilitating trade, and promoting sustainable agricultural practices.

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