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**World market analysis of direct foreign investments from the viewpoint of attraction of foreign
investors to regional projects of Southern Russia**

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It is considered the tendencies of investment behavior of participants of global foreign direct investment market under the influence of macroeconomic factors and it is presented methodical and applied recommendations for management on search of partners within the framework of attracting investments into regional projects.

Keywords: *foreign direct investment (FDI), sectoral composition of FDI, transnational corporations (TNCs), private equity funds, sovereign wealth funds, FDI greenfield projects, mergers and acquisitions*

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