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**Production costs decreasing by introduction of energy-efficient technologies within the enterprise's counter-crisis management strategy**

*The article is devoted to determination of the place for energy-efficient technologies within counter-crisis strategy in modern company and justification the directions for their usage with goal to reduce production costs and, in such way, to avoid financial instability or even bankruptcy. The additional attention has been given to highlight main types of energy-efficient technologies, which potentially may create opportunities to free up additional financial resources for counter-crisis aims.*

**Keywords:** crisis management, counter-crisis strategy, energy-efficient technologies, production costs