

## **INVESTMENT IN THE EDUCATIONAL SYSTEM IS THE CAPITAL INVESTED IN THE FUTURE**

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### **ABSTRACT**

This article is about investment in the educational system, capital invested in the future of the Republic of Uzbekistan. The results of studies conducted in these areas showed that if the development of the educational services market is based on the fact that this is an important pedagogical problem, if the specifics of managing the educational services in Uzbekistan are clarified, the directions and types of organization of marketing services in general educational institutions are systematized. And so, ways to improve the organization of marketing services in secondary schools have been identified and scientific and methodological recommendations have been developed aimed at ensuring the effectiveness of this process.

**Keywords:** Educational system, Republic of Uzbekistan, marketing, capital invested.