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The article presents the results of a study on the impact of non-economic factors of Mazovia's development on the competitiveness of the region. The role of these factors is analyzed in the context of identifying competitive advantages from the investor's side and from the side of local authorities. The description of the results of the conducted research focuses on "soft" locational factors, such as: "capitality" of the region, quality of the natural environment, social capital and human capital, symbols of culture and history, attitude of local authorities.

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