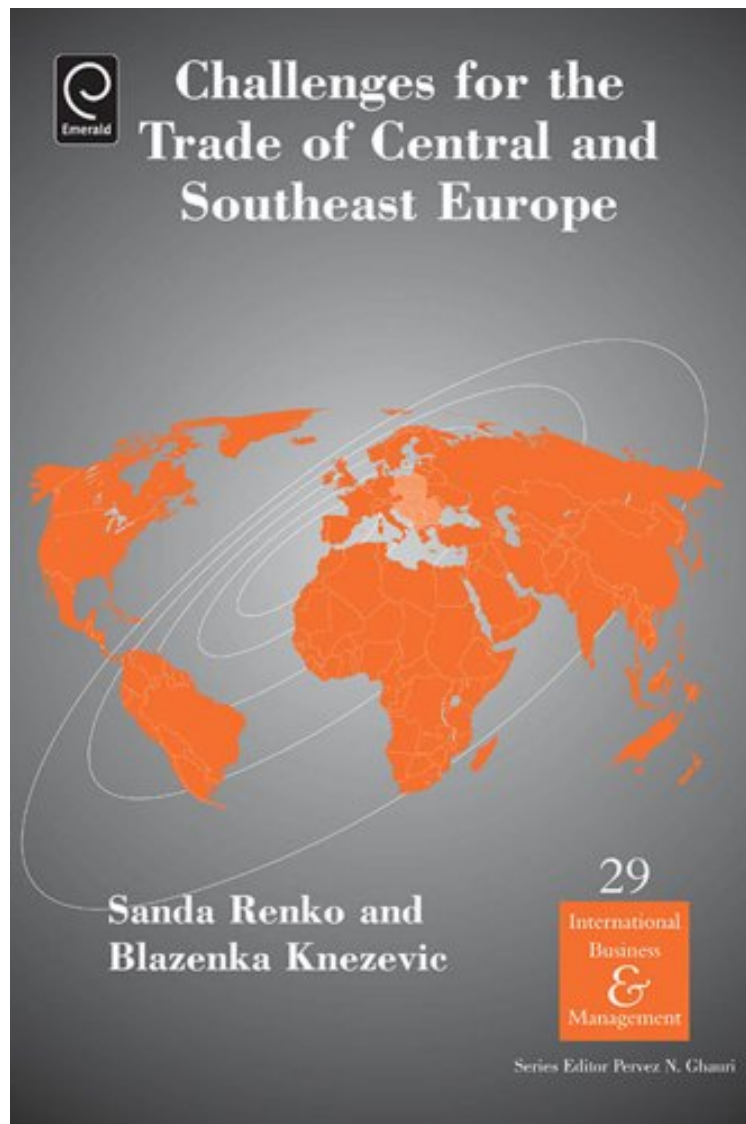


(Ebook free) Challenges for the Trade of Central and Southeast Europe: 29 (International Business and Management)

## Challenges for the Trade of Central and Southeast Europe: 29 (International Business and Management)

*Sanda Renko, Blazenka Knezevic*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#4048151 in eBooks 2013-11-01 2013-10-25File Name: B00G6HINDC | File size: 23.Mb

**Sanda Renko, Blazenka Knezevic : Challenges for the Trade of Central and Southeast Europe: 29 (International Business and Management)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Challenges for the Trade of Central and Southeast Europe: 29 (International Business and Management):

0 of 0 people found the following review helpful. Not worth it.By GregorinaThe book was outdated even at the

publication date due to some legislation changes. I checked some information on authors and found out that one of them (the first one) works in Zagreb University and her husband's mother is the faculty chief and her boss. I would not trust this research.

This volume focuses on Central and Southeast Europe, and explores the dynamic and complex area of distributive trade on markets which have recently undergone a huge transformation. Papers in the volume employ both quantitative and qualitative research methods, and focus on retailing, international trade, relationships between retailers and suppliers, sustainability, private brands, loyalty programs, e-commerce and retailing strategies.

In the post-communist environment of Southeast Europe, retail activities have both increased greatly and undergone major changes in the past ten years. The papers in this volume each report on a specific trade study and begin with the following summary sections: purpose, design/methodology/approach, findings, practical implications, and originality/value. The researchers take both qualitative and quantitative approaches. Like retailers elsewhere, businesses in this area are increasingly dealing with environmental issues, social responsibility, and responding to consumers' increased interest in a healthy lifestyle. Thus three chapters look at these subjects while others focus on mergers, retail agglomeration, and private label quality perceptions. Seven out of nine chapters focus on issues in Poland, Croatia, Serbia, and Bosnia and Herzegovina. Distributed in North America by Turpin Distribution. -- Annotation copy;2014 Ringgold, Inc., Portland, OR (ProtoView.com)About the AuthorSanda Renko - University of Zagreb, CroatiaBlazenka Knezevic - University of Zagreb, Croatia