

## UVODNIK

### EDITORIAL PREFACE

Pisanje uvodnika za svaki novi broj časopisa uvijek je i iznova izazov. Predstaviti u svega nekoliko riječi najzanimljivije informacije o radovima odabranim za objavljivanje u koje su autori ugradili svoja znanja, istraživački potencijal, te sate i sate predanog rada nezahvalan je i nimalo jednostavan zadatak.

Nerijetko se tvrdi kako je upravo znanje najvažniji čimbenik konkurentnosti, dok ljudski potencijal predstavlja početak, središte i kraj svake ekonomske aktivnosti. Stoga je Uredništvo ustrajno u želji i nastojanju da Tržište/Market aktivno sudjeluje u diseminaciji marketinških spoznaja, da tematski i sadržajno bude solidan most, poveznica, posebice između znanstvenika i istraživača dominantno iz sveučilišne javnosti te čitatelja časopisa koji marketinška znanja i vještine primjenjuju u praksi. Uz takvo opredjeljenje za prvi broj časopisa za 2012. godinu odabrani su radovi heterogeni po nizu obilježja, od područja marketinga na koje su usredotočeni do kontekstualnog doprinosa koji je uglavnom vezan uz podrijetlo autora i činjenicu da su istraživanja provedena u okruženjima u kojima autor(i) boravi(e). Nadamo se da su marketinški resursi, dodana vrijednost, integrirana marketinška komunikacija, reputacija, maloprodaja, kvaliteta profesionalnih usluga te rituali i nostalgija dovoljno izazovne ključne riječi za svakog "marketingaša", i to i u znanosti i u praksi. Stoga očekujemo da će oni potaknuti želju za čitanjem. Uobičajenoj brojci od sedam radova dodali smo tri prikaza novih knjiga, koji su po mišljenju Uredništva aktualni i zanimljivi za članove marketinške zajednice.

Naš se urednički tim povećao i dobrodošlicu želimo prof. Svetli Trifonovoj Marinovoj (Depart-

Writing an editorial preface for each new issue of a journal always comes as a challenge. Finding a way to outline the most interesting facts about the papers selected for publication which incorporate knowledge, research potential as well as hours and hours of dedicated work invested by their authors, and do so in just a few words, is a thankless and by no means an easy task.

One often hears it said that knowledge is the crucial factor in competitiveness whereas human resources represent the beginning, center and end of any economic activity. Therefore, the editorial board remains committed to its wish and efforts to make Market journal an active tool in the dissemination of marketing knowledge and ideas, with its topics and content serving as a bridge or link, particularly between scientists and researchers as the representatives of academic public and the journal's readers who apply marketing knowledge and skills in practice. It was with such determination in mind that the selection of papers for publication in the first issue in 2012 was made. They are quite heterogeneous by a number of characteristics, starting from the very marketing area as a focus of their interest to the contextual contribution, associated largely with the origin of the authors and their domicile as a geographical area in which research was conducted. Marketing resources, added value, integrated marketing communications, reputation, retail sales, professional services quality, rituals and nostalgia – hopefully, these key words breathe sufficient challenge for any marketing expert in theory as well as in practice to arouse their reading interest. The usual number of seven papers is complemented by three reviews of new books, which the editorial

ment of Business and Management, Aalborg University, Danska), čije će bogato akademsko međunarodno iskustvo biti itekako vrijedan doprinos Tržištu/Market.

Čitateljima u ruke i na prosudbu predajemo još jedan broj sa željama da im pruži nove spoznaje ili upotpunjenja postojećih, ali i da bude poticaj za vlastita istraživanja i/ili marketinške odluke.

Prof. dr. sc. Đurđana Ozretić Došen  
Glavna urednica

board saw as topical and potentially interesting to members of the marketing community.

As our editorial team has grown, we would like to welcome Professor Svetla Trifonova Marinova of the Department of Business and Management at Aalborg University, Denmark, whose rich international academic experience is sure to provide a worthy contribution to Market journal.

We commit yet another issue to readers with a wish that it may serve as a source of new or supplemental knowledge, ideas as well as inspirations for their own research and/or marketing decisions.

Prof. Đurđana Ozretić Došen, Ph. D.  
Editor in Chief