

# UVODNIK

## EDITORIAL PREFACE

U procesu uređivanja broja 2011\_02 časopisa Tržište/Market temama i sadržajima odabranih autorskih priloga željeli smo upozoriti na složene izazove s kojima se u današnje vrijeme, obilježeno otežanim uvjetima poslovanja, podjednako suočavaju znanstvenici i marketinški stručnjaci u praksi. Smatrali smo zanimljivim i vrijednim uputiti na inicijative i pristupe koji se pokazuju poželjnima i dobrima te njihovim, za ovaj broj časopisa odabranim, heterogenim primjerima pružiti potporu i ohrabrenje za promišljanja koja će u konačnici voditi prema boljim poslovnim rezultatima. Unatoč tematskoj i sadržajnoj heterogenosti, objavljeni članci i kritički prikazi imaju zajedničku poruku o neizbježnosti interdisciplinarnog, upravljačkog marketinškog razmišljanja i djelovanja. Zahvaljujemo njihovim autorima što pomažu proširiti perspektive iz kojih treba promatrati budućnost poslovanja i što omogućuju upoznavanje inovativnih pristupa koji su potrebni i u poduzećima i u svim poduzetničkim aktivnostima općenito. Dosljednost i ustrajnost u njihovoj primjeni i provedbi vodit će prema punoj afirmaciji koncepcije društveno odgovornoga marketinga.

Trajno je opredjeljenje i cilj uredništva da i ubuduće poticajno djeluje na čitateljstvo u akademskim i profesionalnim marketinškim sredinama i zajednicama te (p)ostane izvor za pozitivne, društveno prihvatljive i primjenjive marketinške inicijative.

prof. dr. sc. Đurđana Ozretić Došen  
glavna urednica

It was our wish, in preparing and editing Issue No. 2 (2011) of Tržište/Market journal, to select authors' work on such topics and content which might warn of the complexity of challenges faced in equal measure by scientists and marketing practitioners in current exacerbated business conditions. We considered it interesting and worthwhile to highlight some initiatives and approaches which have proved desirable and beneficial, and use the heterogeneous examples they provide to show our support and encouragement for similar reflections which might, ultimately, pave the way to better business performance. Despite their thematic and content diversity, the articles and critical reviews published in this issue convey a common message on the inevitability of interdisciplinary, managerial marketing thinking and action. Our thanks go to their authors for helping to expand the perspective from which the future of business should be viewed, and for their contribution to new notions of the innovative approaches which are necessary both in the corporate sphere and in all entrepreneurial activities in general. The consistency and perseverance in their application and implementation will blaze the path to a full affirmation of the concept of socially responsible marketing.

The editorial board has made it its lasting commitment and goal to ensure that Market continues to provide the incentives to its readership not only in academic but also in professional marketing environments and communities in the future, and to establish the journal as a source of positive, socially acceptable and applicable marketing initiatives.

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