

**Mirjana Radovic Markovic, Vesna Baltezarevic, Radoslav Baltezarevic and Dusan Markovic: VIRTUAL ORGANISATION AND MOTIVATIONAL BUSINESS MANAGEMENT**, Maribor & Belgrade, Alma Mater Europea - Evropski center, Maribor & Institute of Economic Sciences, Belgrade, 2014., 210 p.

The virtual organization is a new form of organization. Virtual organization is gradually becoming a part of reality, development of which, from the beginning of the 1990's, has been based on the conjunction of information and communication technologies. The benefits of this form of working are enormous, but these organizations can be very complex to manage. Managing in Virtual Organizations explores the challenges of managing virtually and explains how the virtual firm can best be employed. In this context, the role of managers is to understand cultural and other diversities. Namely, the human qualities that define one individual are different from another within any given group and life experiences can strengthen a group if they are valued. It is important for the global manager to identify and understand these differences and to monitor how differences affect motivation, success and interaction within their staff. Next, within the legal environment, managers must understand the common laws and regulations, intellectual property laws, and anti-trust regulations. Furthermore, the global managers can adapt their style of management to fit the cultural background of the country, concluded the authors.

The book is structured in seven parts and it performs the most important aspects from the virtual organizations. The chapters of the book cover the topics as: communication, motivation, organizational structure, workplace behaviors, virtual teams, organizational culture and diversity, organizational change and learning organization, and more.

The first chapter is dedicated to the fundamental concepts, specific attributes and movement from traditional work environments to virtual organisations. The authors also described the form that a virtual organization can take.

The second part includes knowledge of virtual teams and skills competencies measurement. In this part the authors attempted to build on and innovate the model set by the scientist Hyeongon (Hyeongon Wi J. M., 2009) in order to simplify it and make it more universally applicable.

The factors influencing strategic employee relations and motivating employees have a special place in the third part of the book. The chapter is divided into three sections: research question, research hypothesis and research objectives. The data collection tool in the research investigation involved a questionnaire. The target population of this study included employees in Serbia.

The authors also focused their attention to the effective organizational communication as a key to employee motivation in virtual organization. In this context, the fourth part of the book is dedicated to the major aspects of the implications of electronic communication upon virtual organizations.

The fifth part is dedicated to the impact of virtual communication to employees and their contribution to the creation of intellectual capital. According to authors, organizational communication has to be adaptable, possess the ability to flexibly respond to the dynamics of changes in the environment and the ability to make a positive response to the requirements posed by the environment demands. This means that the most responsible for the promotion of business communication, managers, should be able to provide fast and efficient use of all available data and information, as well as their distribution to the external and internal environment, i.e., management must be able to manage business information and achieve active participation in communication with employees.

The sixth part is focused upon the job satisfaction. The authors pointed out that regardless of which form of business we are discussing, the fact is that social capital is equally important for both real and virtual way of organizing and doing business. „No matter what century is

taking place around a man, the very essence of human survival has always been about communication", as the authors said.

In the final part of the book, the authors concluded that the modern era, although providing is with highly productive technological discoveries, demands a shift towards a genuine human being. The accumulated human knowledge and motivation are often "lying dormant" in an individual until "positively" provoked to be shared with others. Positive provocation is an emotion that is offered to a person, implying that the individual in question will be able to feel accepted, "loved" and understood by others.

The book style is dynamic, the sentence is simple and precise. In case of examples there are used tables, graphics and suggestive images. In the book were consulted and regularly cited all relevant literature sources. This monographic book has 210 pages, 57 figures and 4 tables. In the book is used a wide selection of literature, ie. 200 references. Namely, the bibliography includes a big number of books, articles, presentations in national and international conferences, and web-sites strictly in the approached domain.

The special value of monographic book consists of its instructional, professional and help-

**Nada Far: Dragoljupče, Epsko-lirska proza hrvatske spisateljice**, Hrvatsko komunikološko društvo, Zagreb, 2014, 154 str.

Zamjetan književno-umjetnički opus gospođe Nade Far obogaćuje njezin najnoviji roman Dragoljupče, koji ilustrira obilje stvaralačke snage razvijene slojevima njegovanoga talenta umjetnice koja poletom jakog unutarnjeg imperativa, izabire temu koja se sedimentira u fokusu njezine tvoračke pažnje i pristupa joj svojim visokofrekventno vibrirajućim bićem, bogatim duhom i volumenima emocije koje se, pod kupolom autoričina racionalno-analitičkoga odnosa spram izabrane teme, suptilno razliježe dajući svakom segmentu literarne cjeline osobitu draž dokumenta u ime vizije koja ga je iznjedrila.

ful pedagogical material that provides new knowledge in a "motivational virtual business management". According to the book contents, the title, **VIRTUAL ORGANISATION AND MOTIVATIONAL BUSINESS MANAGEMENT** would be more suitable than proposed by authors.

This book can be especially useful to students of business studies, communication management and communications as well as for scholars interested in the topic.

Finally, I am pleased to state that the proposed manuscript represents a new scientific and technical contribution to the development of business and communication studies at all levels of the education business managers (globally, regionally, nationally and locally). In this context, I am very keen to recommend it for publication.

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Kao velemajstor opažaja utkivanog u temelje suptilnih spoznaja i spletenih u dinamičnu fabulu djela, gospođa Nada Far slikovito piše, ona slika misli i čuvstva, njezin je roman velika slikovnica, puna introspektivnih struja svijesti sudionika, kao obilnih rijeka ponornica što svojim vodama širkoga toka natapaju pejzaže života i ljudi kao nositelja sudbine i svega što se čovjeku može događati između Zemlje i Neba, između biti i htjeti, između htjeti i moći, između nade i sna, između motiva i čina, između čina i njegova odraza u duhu, između duha i duše, između uma i srca, između pojedinačnog i skupnog, između osobne sudbine i sudbine grupe, naroda, sudbine zemlje, osobito u doba mnogoslojnih izazova sa značajkama tektonskih pomaka i lomova koji se u zakonjernosti reverzibilnih procesa odražavaju u mnoštvu varijacija odjeka, eha društva na pojedinca i pojedinca, njegova nastalog stanja kao pokreta duše, na društvo sve većega i te-