

EDITOR'S NOTE



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Editor-in-Chief



Dear reader!

You are holding in your hands the first issue of *Communication Management Review*, an international academic journal dedicated to communication management, public relations, media, management and integrated marketing communications. Inspired by the idea that, in the European research area, there is room for a high quality academic publication, a place where scholars, researchers and practitioners can create and expand their knowledge in the stated areas, the young and enthusiastic team at the Edward Bernays College for Communication Management from Zagreb decided to take the bold step of launching this academic publication.

There is no need to point out the specific characteristics and importance of the wider area of communication management, which is the area of concern of this publication. Constant changes in this dynamic field require from researchers, as well as practitioners, to constantly stay on top of new trends and to keep pace with them. Inspired by this, we decided to publish papers and research from the wider area of communication management, media, integrated marketing communications and, indirectly, psychology, sociology and economics. In this manner, by integrating key related disciplines, authors and readers of the journal are provided the opportunity to gain insight into the latest trends of their development.

In front of the publisher of this journal, the Edward Bernays College of Communication

Management, as a higher education institution specialized in the field of communication, is the imperative of deepening academic thought in the fields of communications and communication management. After rapid growth in the field of education and developing into an institution with nearly 300 students in three academic years, and after an extremely successful first international conference, *Communication Management Forum 2015*, the time has come for the next step, the launch of this journal, which we sincerely believe will very quickly find its way next to leading European and international publications in this area.

The entire team has decided to invest efforts into launching this publication, aware that every beginning is difficult and demanding. This is the reason why, immediately from the outset and the first issue of *Communication Management Review*, we decided to keep in line with the demanding criteria characteristic of the most respected international academic publications. *Communication Management Review* has gathered an editorial board composed of leading international and regional authorities in the field of communication management, and from the very first issue, each paper has undergone a double blind review, ensuring that the published papers are at the highest possible level. The journal will be published twice annually, in English, and in addition to the printed edition, the journal will be available in online format at www.commreview.hr.

This issue of the journal is a model example of all future editions of *Communication Management Review*. In the journal, you will read papers by world-renowned authorities in the field of public relations, such as Betteke van Ruler and Dejan Verčič, papers by leading regional scholars in the field of communications, Božo Skoko and Zoran Tomić, and papers from related fields, including management by authors Darko Tipurić, and political science by author Pero Maldini. These invited authors have greatly contributed to this new project, believing that *Communication Management Review* will become an important international journal in the area it covers.

The second issue of *Communication Management Review* is planned for late 2016, and we invite all researchers, scholars and practitioners to submit papers for the next issue of this publication, thus contributing to the development and promotion of scientific thought in the areas of communications and communication management. On behalf of the editorial board, we wish you all pleasant reading, and plenty of good ideas and research papers.

We look forward to working together!