



Scientific Journal of the Croatian Defence Academy

STRATEGOS

ZNANSTVENI ČASOPIS HRVATSKOG VOJNOG UČILIŠTA DR. FRANJO TUĐMAN

UDK 32
UDK 355/359

ISSN 2459-8917 (Online)
ISSN 2459-8771 (Print)

Brend i strategija brendiranja Hrvatske vojske u kontekstu psihičke bojne spremnosti i umijeća ratovanja

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Volume V, Number 2, December 2021 ■ Godina V., Broj 2., prosinac 2021., Zagreb



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Znanstveni časopis Hrvatskog vojnog učilišta
"Dr. Franjo Tuđman"

Scientific Journal of the Croatian Defence Academy
"Dr. Franjo Tuđman"

Volume V, Number 2, 1-232

December 2021

Hrvatsko vojno učilište "Dr. Franjo Tuđman"

Ilica 256b, HR-10000

Zagreb, Croatia

Published twice a year

100 pcs

IMPRESSUM

Publisher

Croatian Defence Academy (CDA) "Dr. Franjo Tuđman", Zagreb, Croatia
For the Publisher: **LTG Mate Pađen**

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For articles in English: Proof-Reading-Service.com (Cambridge, UK),
Dalibor Vrgoč, prof. (CDA "Dr. Franjo Tuđman")

Printing

Croatian Defence Academy "Dr. Franjo Tuđman"

EDITORIAL OFFICE:

Croatian Defence Academy (CDA) "Dr. Franjo Tuđman"
Center for Defence and Strategic Studies "Janko Bobetko"

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Strategos

Znanstveni časopis Hrvatskog vojnog učilišta "Dr. Franjo Tuđman"
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Volume 5, Number 2, Zagreb, Croatia, 2021

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