

UVODNIK

EDITORIAL PREFACE

U vremenima obilježenima neželjenim i nepovoljnim gospodarskim i životnim prilikama, kao što je 2009. godina, upravo su znanstvenici oni od kojih se očekuje da djeluju proaktivno. Njihova je uloga još istaknutija i važnija baš zato što u recesijskom i kriznom gospodarskom okruženju marketing često biva "žrtvovan" zbog neznanja, nepromišljanja i niza predrasuda koje ga tada proglašavaju skupim i/ili čak nepotrebnim.

Sadržaj broja Tržišta koje držite u rukama, bez unaprijed artikulirane namjere ili želje uredništva, ističe potrebu intenzivne primjene marketinga u aktualnom trenutku. Autori objavljenih članaka vraćaju se poznatim, često istraživanim temama, tražeći nove pristupe prikladne za učinkovito poslovanje u postojećim uvjetima. Kontinuirano praćenje kretanja promjena u navikama potrošača na ciljnom tržištu i istraživanje percepcija menadžera o marketingu, teme su kojima se oduvijek posvećivalo puno pozornosti, a iznova se aktualiziraju s namjerom da se pronađu još neiskorišteni potencijali djelovanja. Postizanje sinergije između društveno odgovornog ponašanja i marketinških aktivnosti poput zelenog marketinga može i trebalo bi biti učestaliji pristup poslovanju, posebice na tržištu krajnje potrošnje. U tradicionalno konzervativnim i nerijetko prema marketingu neprijateljski usmjerenim djelatnostima i industrijama kao što su, na primjer, pružanje medicinskih usluga ili industrija mode, uviđa se potreba, štoviše nužnost, prihvaćanja marketinške filozofije poslovanja unatoč brojnim postojećim i onim preprekama koje će tek uslijediti u implementaciji prave marketinške orijentacije. Od već prokušanih i dobro prihvaćenih promocijskih aktivnosti zahtijeva se pronalaženje i otkrivanje novih oblika i taktika koje će pospješiti njihovo djelovanje. Istovremeno, u borbi za šire prihvaćanje nove se tehnologije trebaju ubrzano rješavati problema koji

In the times marked by unwanted and unfavorable economic and life circumstances, such as year 2009, it is usually expected of scientists to act proactively. This scientist role becomes even more pronounced and important as it is exactly in such a recessionary and crisis environment that marketing often tends to fall the victim of ignorance, lack of proper consideration and a whole series of prejudices, labeling it as expensive and even unnecessary.

The contents of the Market issue which you have before you, without any advance editorial intent or wish to organize it this way, emphasize the need to apply marketing even more intensively at the current point in time. The authors of the articles published in it revisit well-known and often researched topics in a quest for new approaches, appropriate for improving the efficiency of business operations in current conditions. A continued monitoring of the changes in consumer behavior in the target market as well as research of the perceptions of marketing among managers are the topics which have always attracted a lot of attention but are becoming increasingly topical now in a bid to find as yet unexploited potential for further action. Achieving synergy between socially responsible behavior and marketing activities, such as green marketing, may and should become a more frequent approach to doing business particularly in final consumption markets. The traditionally conservative sectors and industries which have frequently proven hostile to marketing, such as health care provision or fashion industry, are becoming aware of the necessity and even a must to embrace the marketing philosophy despite numerous existing obstacles and those which are yet to follow in the implementation of a true marketing orientation in their business operations.

stvaraju nepovjerenje i sumnju u opravdanost njihove primjene. Konačno, tri kritička prikaza koja preporučuju vrijednu i zanimljivu literaturu te jedna studentska reportaža obogaćuju sadržaj ovog broja.

Veseli nas što su nam se u uredništvo s entuzijazmom i podrškom pristala pridružiti još dva člana, u međunarodnoj marketinškoj zajednici renomirana profesora i znanstvenika. To su profesori Marin A. Marinov s University of Gloucestershire, The Business School iz Velike Britanije i Arnold Schuh, direktor centra Competence Center for Central and Eastern Europe s Wirtschaft Universität Wien iz Austrije.

Kao i uvijek, svim čitateljima Tržišta želim da vrijeme koje će posvetiti čitanju časopisa doprinese osvježavanju postojećih i stjecanju novih spoznaja.

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On the other hand, it is required of the seasoned and well-accepted promotional activities to discover and present new forms and tactics to enhance their efficacy. Meanwhile, new technologies struggling for a wider acceptance need to address more hurriedly the issues created by lack of confidence in and suspicion of the justification for applying marketing activities. Finally, three critical reviews recommending worthy and interesting literature and one student report complete and enrich the contents of this issue.

It delights us that two internationally renowned professors and marketing scientists have agreed with enthusiasm to join the editorial board as members and provide their support to. They are Professor Marin A. Marinov of the University of Gloucestershire Business School, Great Britain, and Professor Arnold Schuh, director of the Competence Center for Central and Eastern Europe at Austria's Wirtschaft Universität in Vienna.

As always, I would like to wish all Market readers that the time they spend reading this issue of the journal contributes to refreshing their existing and acquiring new knowledge.

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