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Nota di contenuto	ch. 1. Internationalization of retail in Poland and Croatia / Blazenka Knezevic, Marek Szarucki -- ch. 2 Interaction of trade activities between selected southeast European countries / Sanda Renko -- ch. 3. Trade in terms of ecological economics / Sreten Cuzovic, Svetlana Sokolov Mladenovic -- ch. 4. The role of retailers in developing a healthy lifestyle in Poland / Grazyna Smigielska -- ch. 5. Socially responsible marketing in creating value for customers in the Polish market / Edyta Rudawska -- ch. 6. Control of mergers in grocery retail market in Croatia / Jasminka Pecotic Kaufman -- ch. 7. Shoppers perceptions of retail agglomeration characteristics in Zagreb region / Ivan-Damir Anic, Milivoj Markovic, Nikola Knego -- ch. 8. Effects of risk-related purchasing factors on private label quality perceptions in Bosnia and Herzegovina / Adi Alic, Emir Agic, Almir Pestek -- ch. 9. Challenges of e-retailing : impulsive buying behaviour / Katija Vojvodic, Matea Matic.
Sommario/riassunto	This volume focuses on Central and Southeast Europe, and explores the dynamic and complex area of distributive trade on markets which have

recently undergone a huge transformation. Papers in the volume employ both quantitative and qualitative research methods, and focus on retailing, international trade, relationships between retailers and suppliers, sustainability, private brands, loyalty programs, e-commerce and retailing strategies. Challenges For Trade in Central and Southeast Europe offers insights that will assist retailers, wholesalers and logistics companies in their decision making, as well as exploring macro topics that consider the effects of trade on the economy as a whole. There is much of value for a broad international readership, including academics, practitioners and policy-makers.
