

Journal of Economic Literature
American Economic Association Publications
2403 SIDNEY STREET, SUITE 260
PITTSBURGH, PENNSYLVANIA 15203
Telephone (412) 432-2300
Fax (412) 431-3014

TEAR SHEET COPY

The following annotation will appear in the March 2018 issue of the *Journal of Economic Literature* (Volume 56, no. 1) and in the American Economic Association's electronic publications: *e-JEL*, *JEL* on CD, and EconLit.

BAKOVIC, TOMISLAV; KNEZEVIC, BLAZENKA AND DUZEVIC, INES, EDS. *Trade Perspectives 2017: Specialization and Customer Centered Retailing: Proceedings of the International Scientific Conference: Zagreb, Croatia, 29th and 30th November 2017. (Perspektive trgovine 2017. Specijalizacija i prilagodba potrošacima u maloprodaji. Zbornik međunarodne znanstvene konferencije. Zagreb, 29. i 30. studeni 2017. godine)*. Zagreb: Ekonomski fakultet Zagreb Sveučilišta u Zagrebu; Zagreb: Hrvatska gospodarska komora, 2017. Pp. 236. ISBN 978-953-346-047-5, pbk.; 978-953-346-048-2, e-book.

JEL 2018-0227

Sixteen papers examine topics in distributive trade, focusing on specialization and consumer-centric approaches. Papers discuss the impact of the Comprehensive Economic and Trade Agreement on Polish and other Central and Eastern European countries' exports to Canada; the export competitiveness of the EU 28 countries; an analysis of foreign trade between Bosnia and Herzegovina and Montenegro using the gravitation model; the impact of new construction styles on the trade of housing containers in the European Union; the question of rethinking hypermarkets—the rise of c-stores; sales channels development in the soft-drink industry—a case study of the brand Cedevida; employment in distributive trade—looking backward and looking forward; the importance of customer loyalty programs in food retailing—the case of the Serbian market; the growing importance of petrol stations as channels for expanding the retail services; sport-footwear trade—differences between young consumers and middle-aged consumers;

the impact of productive negotiation techniques on the competitiveness of the Croatian hairdressing-products market; where the Uber case is leading; the use of social media influencers in tourism; the significance and importance of delivery in electronic commerce; the problem of counterfeit goods in online marketplaces; and the development of customer relationship management in electronic marketing channels. Bakovic, Knezevic, and Duzevic are with the Faculty of Economics and Business at the University of Zagreb. No index.