

# Preface

The volume, *Challenges for the trade of Central and Southeast Europe*, dedicated to the dynamic and complex area of distributive trade on the markets which have undergone a huge transformation within the last decade, gives the reader a perspective into key trends occurring in the field of trade throughout this European region. Thus, there is a lot of area for investigating and for offering implications and strategic decisions to all those who are involved in this business.

The volume focuses on explaining paths and drivers of retail internationalization in post-communist economies. Moreover, it reveals the interrelationships between the trade markets of selected countries. The reader will find out the role of retailers in developing a healthy lifestyle and the importance of eco-quality and eco-standards as determinants of socially responsible trading management. Special attention is given to explain the changing role of marketing activities on the market in creating value for customers. As consolidation is of great importance in the region of Central and Southeast Europe, the practice of control of mergers in grocery retail market and consumer perceptions of retail agglomeration characteristics are discussed. Finally, private label quality perceptions and impulsive online purchasing are considered.

As the volume covers papers of authors from different countries, we hope the readers find a holistic and clear picture about the situation on the trade markets of this geographically and politically specific European area. Additionally, we hope that chapters of this volume will inspire others to extend the research and to provide some new insights into this trade area.

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