

EDITORIAL

Dear readers,

In this issue of Central European Business Review, you can find six research papers from our international authors, which focus on a wide range of issues of marketing, management and finance. The first article deals with the topic of brand revitalization and demonstrates its importance on the case of two Slovenian brands. The second article is focused on the latest trends in the corporate sustainability and its implications for Czech businesses. The third article deals with the impact of customers' perception of CSR on brand loyalty. Our fourth article focuses on contagion and market interdependence during the global financial crisis. The fifth article also deals with financial systems and explores whether financial system promotes sustainable development. The last article deals with Czech households' awareness of the food advertising industry's self-regulation related to children.

Our journal is constantly developing and receiving citations from other researchers, which suggests there is a significant scientific and practical impact of the articles published in CEBR. Therefore, we decided to apply for indexing in ERIH PLUS (European Reference Index for the Humanities).

We also invite you to join our LinkedIn community where we will provide you with the most up-to-date information. If you are interested, please visit <http://www.linkedin.com/company/central-european-business-review>

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Editor-in-Chief

