

EDITORIAL

In the first research paper of the September issue, Dr. Ilya Bolotov analyzes the Russian retail trade and automotive industry. He examines recent developments of those two dynamic sectors and deduces business perspectives for investors from CEE countries. The second paper, written by Dr. Petr Král, questions whether there could be a luxury brand originating from the Czech Republic. Based on the case study of the watchmaker Prim, he shows that it is possible to build a successful luxury brand from a post-communist country. In the next paper, Dr. Ravet questions how companies can deliver sustainability through the redesign of the supply chain distribution network. However, we also provide other interesting topics. The fourth paper of this issue brings the corporate governance debate on professional ethics in the accounting profession. The fifth paper describes the main areas of marketing and sales controlling and its relation to risk management. The last research paper focuses on the main issues regarding food marketing to children. Last but not least, the September issue of CEBR offers an interview with Dr. Jagdish Parikh. This visionary talks about, among other topics, the frustration of managers and about how they can gain a richer life.

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