

Dear readers,

This issue of Central European Business Review presents four research articles, one discussion paper and one book review.

In the first paper, Dr. Seelhofer presents a practitioner-oriented conceptualization of business school strategies. It explains the strategy hierarchy and the strategy planning cycle, describes how to conduct a consistent strategic situation analysis, and details how to develop and manage a coherent strategy at all levels.

The second article deals with target audience of live opera transmissions to cinema theatres from the marketing point of view. The authors, Dr. Tahal and Dr. Stříteský, analyze the spectators' profile and point out differences between North America and the Czech Republic, focusing on transmissions of performances by the Metropolitan Opera in New York.

In the third paper, Dr. Szalavetz investigates the impact of multinational companies' crisis-driven cost-cutting and organizational restructuring actions on their local subsidiaries in Hungary.

In the fourth research paper, Dr. Bogdanovic and Dr. Tyll analyze the attitude of management students towards whistleblowing in Croatia.

The discussion paper authored by prof. Machková, the rector of the University of Economics, Prague, deals with higher education in Central Europe and its impact on countries' competitiveness.

Finally, Dr. Bolotov presents a review of the book Business in Russia.



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