

**EDITORIAL**

Dear readers,

In this issue of Central European Business Review, you can find six research papers and one interview.

The first article presents the current development of the world economy and discusses implications for new member states of the European Union. The second paper investigates the value and service-dominant theory effects on the value co-creation process between service providers and service consumers within the luxury retail environment. The third research article deals with challenges in the Central European postal markets with a particular focus on the Polish Post. The fourth article contributes to the never-ending academic debate on the relationship between marketing and sales. The fifth article discusses the issue of diplomatic skills are used for international marketing practice. Finally, the last paper is focused on the international readiness of small and medium-sized enterprises.

Subsequently, an interview with German Valencia, the Managing Director of DHL IT Services, is presented. In the interview, Mr. Valencia talks about the company, the international environment, and the importance of person-to-person communication. He also details today's main technology trends within the IT market, as well as his personal sentiments about Prague.

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Editor-in-Chief