Publisher					
CRODMA Croatian Direct Marketing As	sociation				
10 000 Zagreb, Trg biskupa Jos					
Croatia	sipa Laliga 4				
Cioatia					
For the publisher					
Associate Professor Damir	Dobrinić, PhD - Pr	esident of (Croatian	Direct	Marketing
Association					
Editors					
Associate Professor Damir Do	shrinić PhD				
Iva Gregurec, PhD	ibillic, Pilo				
iva Gregurec, Filb					
Technical Editor					
Petra Grd, PhD					
Year of publication					
2016					
Published once a year.					
-					
ICCN 2450 7064 (Online)					
ISSN 2459-7961 (Online)					
ISSN 2459-654X (Print)					

Editors disclaim responsibility for language errors.