

CONTENTS 3/2010

CIENTIFIC RESEARCH

Štefan Slávik

Behavior and action of enterprises in contemporary business environment 7

Miroslav Majtán

Perspectives of the Project Management Implementation within the Small and Medium-sized enterprises 29

Pavol Serina

Cost Calculation of Product Life Cycle 42

DISCUSSION, CONSULTATIONS

Elena Šubertová, Igor Petrikovič

Application of marketing tools in the Slovak producer co-operatives according to their size 57

Luboš Pavelka, Barbora Barancová

Analysis of Negative Externalities of So-Called of „Creative Accounting“ in Companies 70

Farah Imani

Partnership Model: Women and Men in Business - A new approach 83

REVIEWS

Miroslav Tóth

HYRÁNEK, E., BIKÁR, M.: Manažment úverového financovania a úverových obchodov. Bratislava: Vydavateľstvo EKONÓM, 2010. 223 s. ISBN 978-80-225-3042-2. 94

Nadežda Jankelová

THOMASOVÁ, E.: Organizovanie. Bratislava : EKONÓM, 2010, 286 s. ISBN 978-80-225-2914-3. 96

Anna Polednáková

REŽŇÁKOVÁ, M., A KOLEKTÍV: Řízení platební schopnosti podniku. Grada publishing, 2010, 189, ISBN 978-80-247-3441-5 98