

Preface

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A diversity of consumer trends characterise our everyday lives, shaping our lifestyles, preferences, purchasing and communication habits.

This volume gives an insight into the colourful and diverse world of these consumer trends, highlighting one or more areas, markets or segments, and analysing them to show the mechanisms of global change.

The volume offers a wide range of case studies, empirical research and professional analysis based on the analysis of relevant sources, to assist the academic teacher, researcher or professional dealing with management, marketing, finance or business economics.

The volume includes a comprehensive analysis of the impact of digitalisation, the need to address the complex challenges of a generation, the importance of financial culture and awareness, and a macroeconomic comparison of the V4 countries.

The volume is unique in that it does not focus on a single theme, trend or discipline, but provides insights into the world and practices of co-disciplines that are integrally linked to the many disciplines of management science. It also approaches, evaluates and analyses the relevant issues from a practical rather than a theoretical perspective, thus providing the reader with a practical approach and a wide range of related primary data to help him gain a comprehensive picture of the world of trends that are integral to contemporary economic processes and their complex impact on everyday life.

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