



# Agricultural Journals

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# Agric. Econ Czech

**Kretter A., Mirz  
Kleinová K.:**  
**Application of  
communication  
channels by m  
addressing of  
customers in  
gastronomy**

Agric. Econ. – Czech, 54  
503

Social and habitual chang  
and a more difficult compe  
are forcing the gastronom

change. As one necessary restaurant operators need specific and therefore a m communication policy. Thi proves that there exist cate guests, which react strong a certain mix of informatio information channel. Thus communication policy is m when such a communicati The explored factors are c types; which means that e show a different rate of int the defined dimension. Th these dimensions is adopt applied personality theory to the development of the