



Table of Contents

IN PRESS

**AGRICECON
2014**

**AGRICECON
2013**

**AGRICECON
2012**

**AGRICECON
2011**

**AGRICECON
2010**

**AGRICECON
2009**

**AGRICECON
2008**

**AGRICECON
2007**

AGRICECON

2006
AGRICECON
2005
AGRICECON
2004
AGRICECON
2003
AGRICECON
2002
AGRICECON
Home

Editorial
Board

For Authors

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

For
Reviewers

Guides for
Reviewers

▪ **Reviewers
Login**

Subscription

Agric. Econ. – Czech

**Horská E., Orémus P.:
Processes and
problems of the
marketing
management
adaptation at the EU
market: The case of
the Slovak meat
processing industry**

Agric. Econ. – Czech, 54 (2008): 392-
398

The goal of the paper is to define the

adaptive factors of the successful adaptation of the marketing management to the new conditions of the EU internal market on the basis of examination of the process of marketing management adaptation in the selected companies of the meat processing industry in the SR from 2002 to 2006. The results of the survey show the importance of diversification of the product portfolio and product innovations in compliance with the nutrition trends, the orientation on the market of the V4 countries and the ex-soviet republics and the development of marketing relations on all the levels of the supplier-customer relations.

Keywords:

EU market, adaptation, meat, meat products, marketing management

[[fulltext](#)]

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