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*Abstract: english, size 12, spacing 1, block alignment*

*Key words: maximum 7 words*

Text size 12, spacing 1, block alignment with subsections numbering of headings, bold text subchapter without leaving the line for subchapter skip the line before the next heading. Marking tables, pictures by the author.

**References** (size 12, spacing 1, no indentation, alignment left)

- [1] KOVÁK, J., 2007. *Marketingový výzkum*. 1. vyd. Praha: Grada, 285 s. ISBN 80-7248-111-1.
- [2] NOVÁČEK, K., 2005. *Podnikový management*. 2. vyd. Ostrava: ComputerPress, 130 s. ISBN 80-7244-111-1.
- [3] .....
- [4] .....

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