



In modern business one observes numerous changes in the sphere of functioning of the companies. Under these new circumstances, effective management may reduce the risk which is inherently associated with the company's activity. Given these facts modern managers should have knowledge about factors which are crucial in the management process. Therefore the mission of the monograph entitled "New trends in management – regional and cross-border perspectives" (Editors: Włodzimierz Sroka, Joanna Kurowska-Pysz, Łukasz Wróblewski & Jana Kliestikova, publisher: London Scientific, UK) is a complex presentation of the most important topics associated with the new trends in management.

One should stress that a wide spectrum of topics which are important for the management of the companies in modern economy has been presented here. The contents of this monograph is presented in four chapters: 1) Regional and sectoral development: theoretical aspects and dilemmas of practice; 2) Management of the company; 3) Marketing in the organization; and 4) Financial, legal and IT aspects of management. Given this fact the monograph has a number of advantages, including: presentation of the point of view of different scholars from several countries, simple and understandable language and application of practical cases.

In general, this monograph should be classified as a very interesting, and above all, inspiring work in the field of strategic management. The work presents a high scientific level, supported by the latest and rich world literature. It should be added that it is characterized by a high application value as a number of practical cases have been also presented here. Therefore, it is designed for a wide group of recipients, including scholars, managers, and students of management science.

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