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The presented text *Marketing in international territorial studies* is based on previous publications, in particular on BORET, M. *Marketing pro evropský trh* (aktualizované vydání, Brno: EDUKA, 2012, 109 s., ISBN 978-80-264-0006-6) and BORET, M. *Marketingový průzkum – Průvodce s výzkumem* (aktualizované vydání, RivBooks, Brno 2012, 116 s., ISBN 978-80-264-0036-3) and on publication SVĚTLÍK, J. *Marketing pro evropský trh* (brno: Publishing in s. r. o., Brno 2003, 272 s., ISBN 80-247-0422-6).

At the same time it is clear that marketing in international territorial studies has much in common with marketing of regional development. In both cases, it is the territorial aspect of the marketing point of view on particular socio-economic activities in the territory. While regional marketing is dedicated to narrow level marketing of international territorial studies point of view into global level, but in both cases, the starting point is formed by the same marketing principles, procedures, and tools. Therefore, it was first time to go back and repeat much of what was brought about by the text book *Marketing in regional development*.

I was really honoured to once again collaborate with long-term marketing expert and author of famous marketing books Doc. Ing. Jaroslav Světlík Ph.D. As writers, we are specifically mentioned in the prefaces and also in respective chapters.