



## **Some aspects of the geographical view of the production of healthy food - Good from Montenegro with reference to creating a brand: Case of the region Polimlje-Ibar**

**Goran Rajović<sup>1,a</sup>, Jelisavka Bulatović<sup>2,b</sup>**

<sup>1</sup>Street Vojvode Stepe 252, Belgrade, Serbia  
Phone: 0038161/19-24-850

<sup>2</sup>Department of Technology and Management, College of Textile Design,  
Street Starine Novaka 24, Belgrade, Serbia  
Phone: 003861/ 3082651

<sup>a,b</sup>E-mail address: [dkgoran.rajovic@gmail.com](mailto:dkgoran.rajovic@gmail.com) , [jelisavka.bulatovic@gmail.com](mailto:jelisavka.bulatovic@gmail.com)

### **ABSTRACT**

Great importance in the modern world presents brand. Many companies, including from the territory of region Polimlje-Ibar "Gradina Company" Ltd. – Rožaje and "Meat-traffic" Ltd. strive to create the a unique branding order to attract consumers and surpassed competition and survive in the domestic and international markets. Companies are becoming aware to the brand should become most precious thing in their offer. Successfully placement and expansion of the brand brings additional consumer loyalty and growth profits. Developers and promoters of the concept, which is called Mass Customization, are carefully studying the new needs and demands of a large target group of consumers, came to an understandable conclusion that mass production and manufacturing should look for an alternative. One the most famous and developed areas of this project is the so-called organic ("healthy") food.

**Keywords:** Region Polimlje-Ibar; healthy food; creating brands

## **1. INTRODUCTION**

Region Polimlje-Ibar represents a geographical whole, which includes 20.6% of the total area of Montenegro (13,812 km<sup>2</sup>), or in the territory live 18,96% of the population in relation to the total population of Montenegro in 2003 (673,094). It includes territory of seven municipalities: Plav, Gusinje, Andrijevica, Berane, Petnjica, Bijelo Polje and Rožaje, with an area of 2,842 km<sup>2</sup>, which is the census of 2003, lived 127,635 inhabitants or 44.9 in/ km<sup>2</sup>[1-3]. Region Polimlje-Ibar has practically perfect assumption that a number of regional local food products positioned as a brand. The concept of the brand in a long time is used as a powerful tool to achieve recognition of any product [4-6].

Both on domestic and international markets the growing demand for semi-finished and food products with designation of regional (geographical) origin. Although the past two years, primarily due to the global economic crisis, not one of the leading issues in the economy, personalizing the offer of goods and services will continue to be a global trend. Developers and promoters of the concept, which is called Mass Customization, are carefully studying the new needs and demands of a large target group of consumers, came to an understandable conclusion that mass production and manufacturing should look for an alternative. One the most famous and developed areas of this project is the so-called organic ("healthy") food, that the last five years (even in times of economic crisis) recorded steady growth in almost all over the world [7].

The concept of the brand in a long time is used as a powerful tool to achieve recognition of any product. With the growing role that food has in tourism, many researchers have dedicated their time studying the relationship between food and some tourist destinations [8]. According to the Boyne [9] tourists traveling spend almost 40% of their budgets on food. Campaign GOOD FROM MONTENEGRO aims to animate the entire Montenegrin public and directly addresses: producers, consumers (widest target group of citizens / consumers, hotels, restaurants, tourist, commercial networks, wholesale and retail stores, local distributors [10].

## **2. RESEARCH METHODOLOGY**

Objective of this study it was possible to realize the combined use of different research methods. The core methodological procedure used in this study makes this method of analysis and synthesis methods. To get an adequate picture of the research method we applied the graphic method. We used the data from the Internet. By applying mentioned methods, we were able to carry out general conclusions about some aspects of geographical view of the creation of the brand in the food industry in the region Polimlje case-Ibar; we obtained during research [11-13].

## **3. ANALYSIS AND DISCUSSION**

Geographical origin, authenticity and traditional specialty food quality are the characteristics pertaining to the originality and authenticity of the origin of the characteristic of the product linked to a certain level territory. Left to themselves, in modern time of

globalization, these products and traditional foods could become subject to oblivion. Thanks to consumers' interests and needs to even recognize eating habits and food culture of other ethnic groups as and the need to preserve the natural and cultural heritage becomes more acute need to preserve this part of the historical civilization. In 1992, the European Union began creating system for the protection of local products. Today's schemes EU enable quality protection.

Products that bear the mark indigenous quality of the same type are distinguished by certain characteristics. In the EU, well known are the three forms of the right to label local products that may be appropriate procedures to protect the relevant institutions and acquire the rights of the labeling of these products. These are the rights to:

1. Designation of Origin PDO (Protected Designation of Original),
2. An indication of geographical origin or protected geographical indicators PGI (Protected Geographical Indication) and

The traditional specialty foods or protected are designation of guaranteed traditional specialty TSG (Traditional Specialty Guaranteed) [14].

Protected designation of origin is used to denote a food product whose quality and characteristics exclusively or largely formed under the influence of special natural and human factors specific geographical environment. Chamber of Economy of Montenegro in 2008 initiated the project "Good from Montenegro", whose essence branding of domestic quality. Its aim is to such a message as much available to business people and companies from home and abroad, where information on top quality products and credible companies from Montenegro, can be an incentive and motivation for future business decisions, new partnerships and collaborations. Under the slogan "Good from Montenegro - Quality for Europe" has so far 17 Montenegrin company with its 74 products, obtained by the Montenegrin Chamber of Commerce seal, which serves as a marker of local products in Montenegro above average quality [10].

Permission to use the symbol "Good from Montenegro" by the Chamber of Commerce of Montenegro on the territory of the agricultural regions Polimlje-Ibar have 8 product (beef sausages, beef prosciutto beef goulash, meat cuts, Budimska sausage, beef product, dried beef ham and chicken frankfurter) by the two manufacturers' Garden Company "Ltd. – Rožaje and "Meat-traffic" Ltd. Bijelo Polje. The company "Gradina Company" from Rožaje engaged in the production and processing of meat and processed meat: dry fleshy durable products, dry fleshy semi-permanent products, boiled products, beef products, chicken products, a party program, sheep products, fresh meat [15-17].

Global business company starts launching activities in the procurement of livestock as well as its slaughter that, upon completion of these activities get semi entering the technological process of meat. The above process lasts until a finished product. In are businesses to apply the highest standards of food safety. In addition to the markets of Montenegro, "Gradina Company" exports its products to international markets: Serbia, Bosnia and Herzegovina, Croatian, Bulgaria, Turkey and the Russian Federation [18]. From the Chamber of Commerce of Montenegro, for its two products beef Tea sausage and beef ham "Gradina Company" holder of the mark "Good from Montenegro". This company has delivered in 2011 "Halal Certificate", which was confirmed by the implementation of halal standards in the industry of the company.

The main activity of private companies "Meat Traffic" from Bijelo Polje the purchase, production, processing and trade of meat and processed meat. As part company there are

actuators: slaughterhouses for sheep and cattle capacity of 250 young cattle and 1000 lambs, meat processing factory and meat products' Eco-Meat " whose daily capacity of 50 tons of finished product; Farm " France " for fattening of cattle with a capacity of 2,000 beef cattle; processing plant capacity of 5000 chicken pieces; factory for canning. Processing of meat "Meat-Traffic" is performed using the latest technological solutions that guarantee the production of high quality products. In business to apply the highest are standards of food safety. As such, the company is the holder of 108 gold, 65 silver, 32 bronze medals and three awards champion of quality.

The awards were invaded at numerous international exhibitions: Novi Sad (Serbia), Sarajevo (Bosnia and Herzegovina), Frankfurt (Germany), Zenica (Bosnia and Herzegovina), Budva (Montenegro), Madrid (Spain) ... [19]. From the Chamber of Commerce of Montenegro for its six products: beef goulash, meat cuts, Budimska sausage, beef sausage, dried beef ham and chicken frankfurter, "Meat-Traffic" is the holder of the mark "Good from Montenegro". This company has delivered in 2011 "Halal Certificate", which was confirmed by the implementation of halal standards in the industry of the company.

The main objective of the registration of a collective trademark GOOD FROM MONTENEGRO is recognition, quality and successful placement of Montenegrin products in the domestic and foreign markets. All the activities we want to indirectly influence the domestic producers to accept the criteria of the international market raise the quality of products and make business more economical to, competitive prices and quality, successfully countered imported products in the domestic market and secure the path to export. To achieve this goal it is necessary to influence the improvement of knowledge in the field of marketing and the introduction of appropriate standards [10].

Strategy and goals of marketing "Gradina Company" Ltd. - Rožaje and "Meat-Traffic" Ltd. Bijelo Polje highlight all the advantages of production, promotion and purchase of quality home - Montenegrin products. By establishing a system GOOD FROM MONTENEGRO is: the protection of intellectual property rights, implementation of the Law on Trademarks, creating a brand that tends to meeting the highest European standards in production / product quality, contributes to consumer confidence in the quality of domestic products, the protection and superior business operations of domestic manufacturers to better sales of products in the domestic market, suggestive and concrete examples highlights to precisely defined standards of production and quality, represent the ultimate prerequisite for the recognition and successful placement of Montenegrin products on international market [10].

The dietary customs and habits as well as the general culture of food, the use of milk and dairy products is presented through an extraordinary wealth of autochthonous cheese produced from the milk of cows, sheep and goats. The quality and composition as well as autochthonous dairy products in addition to come from indigenous breeds of cheeses undoubtedly lies in the uniqueness of plant diversity in the rich pastures Region Polimlje-Ibar, where been feeding domestic animals. So far identified several are dozen cheeses that have indigenous features.

Tradition in manufacturing cream is present but less in quantity for the market, more in households for there are own needs. It is similar in the preparation of butter. Very recognizable native milk products are yogurt, sour milk, kefir, condensed milk and cream [20-21].

**Table 1.** Sensory properties of milk needed to create the appropriate brand.

Type of product	Odor	Taste	Color	Consistency
Yogurt	Distinctive	Pleasantly sour	White-yellowish	Tightly-homogeneous, densely-liquid
Acidly melk	Distinctive	Pleasantly sour	White-yellowish	Tightly-homogeneous
Kefir	Distinctive	Distinctive	White-yellowish B	Densely-liquid and foamy
All kinds of sweetened condensed milk	Agreeable	Very sweet	Equally yellow to bright yellow	Homogeneous
Condensed milk	Pleasant and characteristic	Pleasant and characteristic	Equally white to white-yellow	Homogeneous
Milk in powder, all the kind	Distinctive	Distinctive	White with a yellowish hue	A fine powder, granules or flakes
Sour cream pasteurized and sterilized	Distinctive	Pleasant and sweet	White or white-yellowish	Homogeneous
Sour pasteurized cream	Distinctive	Slight sour	White or white-yellowish	The solid, homogeneous or uniform dense
Pasteurized cream sweetened with sugar	Distinctive	Pleasant and sweet	White or white-yellowish	A uniform, foamed, without separating the aqueous phase
Butter	Distinctive	Distinctive	Distinctive	Easy lubricants homogeneous, without drops of water
Cream young	Distinctive and pleasant	Mild	White or yellowish	The layered structure with a partially soft no drained test
Cream ripe	Poignant and typical	The taste of ripe sour cream	Light yellow to yellow	Grainy structure, or layered good lubricity
Ice cream all types	Distinctive and pleasant	Refreshing	Balanced	Gentle, no clods, no of ice crystals

Source: Cvejanov and Radosavljević [22], Ispitivanje namirnica, Textbook Institute, Belgrade.

Raising awareness of consumers about the proper and healthy diet there is a need to develop new and existing enrichment of food products. Following world trends in the food industry in the region Polimlje-Ibar has been successfully involved in the development of so-

called functional foods - foods with a positive impact on human health Cvejanov and Radosavljević [22] or reduced energy value of the product Lin [23] and Krajnović et al [24]. One of the essential features of man as a species is the ability to prepare food, and just the smell is an important factor in culinary success (eng. culinary success factors- CSFs) specific foods [25].

The sense of smell contributes 80% to the total experience of the flavor of food at each meal [26-27]. The first factor is the character of the fragrance, its quality or "is offensive." This feature can be determined hedonic scale, as the degree of pleasantness or unpleasantness of smell. Besides involvement estimates Fragrance individual experience, there is a correlation between assessments of fragrances and nationality of examiners [28-29]. Also, there is a correlation between the perception of smells and belonging to certain cultures [26-32]. Experiencing specific fragrances, including its intensity, is influenced by the knowledge of the source of smell [30-33]. On this basis, it can be concluded that the odor depends not only on its concentration, but probably of the factors related to experience [28].

According to Bosmans [34], Schifferstein and Blok [35], Morrin and Ratneshwa [36], duration of exposure a certain odor is the time of arrival of the odor to a group of people to his observations. Longer the fragrant episodes allow taking specific measures and changes in human behavior, while less fragrant episodes do not allow that, so that their perception is mostly limited to the ascertainment of problems.

So Veljković [37] emphasizes that the possible physiological effects on humans, for example, orange scent has a calming effect and relaxing, especially for nervous people, that smell lavender gives the impression of a good atmosphere and a pleasant feeling, while jasmine helps people to be refreshed, liven up and improve the feel and peppermint increases the level of attention and gives energy. To olfactory stimulation was effective, and that would cause sensitization sense of smell need to act smell for a while. The time from onset of action of irritation to the emergence of sense impression is called simply the reaction time and in what sense of smell is 15 to 50 seconds [38].

**Table 2.** The influence of certain odor on people.

Scent	Aroma therapy	Classification in aromatherapy	Possible physiological effects on people
orange	Fruit	Calming	Soothing and relaxing effect, especially for nervous persons
Lavender	Vegetable	Calming, establishes a balance, mitigation	Soothing and relaxing work, gives the impression of a good atmosphere and an unpleasant feeling
Jasmine	Flower	Raises, refreshing, establishes balance	It helps people to be refreshed, liven, more comfortable feeling
Peppermint	Menthol	Energetic, stimulating	Increases the level of attention and provides energy

Source: Veljković [37], Brand management in modern market condition, EF, Belgrade.

Back in 1666, Isaac Newton has discovered that color is the result of interaction between the object and the light which already has a certain color, not the object that generated color, as previously thought. This conclusion became known as Newton's theory of colors, and thanks to it designed the first functional telescope. Further experiments have shown that light may be combined to form a color. For example, red mixed with yellow create an orange. Some colors, such as yellow and purple, "cancel" each other and, when mixed, the result is a light whitish color. And the other - derived colors, it is possible to get a combination of some of the primary colors (red, yellow and blue) [39].

**Table 3.** The effect of color on people.

Colors	Natural symbol	Usual associations and answers people in color
Red	Earth	High energy increases the level of attention and blood pressure
Portocaliu	Sunset	Emotion, mood, warmth
Green	Grass and trees	Raising, healing and unconditioned love
Blue	Sky and the ocean	Relaxation, calmness, loyalty

Source: Lovolock and Wirtz [40], *Services Marketing: people, technology, strategy, Pearson Education International.*

While the perception of color can be influenced by subjective factors, there are some color effects that are considered to have universal meaning? Colors in the red spectrum are known as warm colors and they include red, orange and yellow. These warm colors evoke a wide range of emotions - from the warmth and comfort to anger and aggression. Colors on the blue side of the spectrum are known as cool colors, such as blue, purple and green. They are often described as soothing, but may provoke feelings of sadness or indifference. According Lovolock and Wirtz [40] natural symbol red is the country by promoting high energy and increase the level of attention and blood pressure, red symbolizes the sunset, so it is a common associations and responses of people in orange Emotion, mood, warmth. According to the same authors Lovolock and Wirtz [40] is a natural symbol of green grass and trees which is associated with training, healing and unconditional love, while blue color causes relaxation, calmness, and loyalty.

Some ancient cultures such as the Egypt and China practiced the so-called "chromo therapy" - treatment using color. In this context, the red color is used to stimulate the body and mind, as well as to improve circulation. For yellow is believed to stimulate the nervous system and purifies the body. Portocaliu is used in the treatment of lung and increase energy levels. Blue is used in alleviating the symptoms of various diseases, while shades of indigo blue should have an impact on skin problems. Most modern psychologists Color Therapy viewed with some skepticism, with emphasis on the assumption that the effects of these

colors on human health overstated. Colors also have different meanings in different cultures. In addition, studies have shown that the effects that colors have on the mood of moths have a temporary effect. So stay in a room painted blue can cause a sense of calm, but this effect disappears after a short period of time. Other studies Priluck Grossman and Wisenblit [41], Maden et al [42], Singh [43] show that certain colors have an impact on current achievement. Leaving the students red before the exam showed a negative effect on achievement on the exam [39].

#### **4. CONCLUSIONS**

Our research evidence based on similar studies Davčik and Bulović [44], Jovičić [45], Župljanin [46], Urošević and Kokeza [47], Nokeza et al [48], indicates the following:

1. Developers and promoters of the concept, which is called Mass Customization, are carefully studying the new needs and demands of a large target group of consumers, came to an understandable conclusion that mass production and manufacturing should look for an alternative. One the most famous and developed areas of this project is the so-called organic ("healthy") food, that the last five years (even in times of economic crisis) recorded steady growth in almost all over the world,
2. The essence of the brand should be seen in the perspective of long-term brand positioning. It is reflected in the quality of the product, through its evolution through how the product advertised, what kind of communication is realized, what kind of care and attention customers receive ... It is a unique common denominator linking all the contacts made with the consumer brand. It specifically colored and marked the atmosphere that prevails in any contact with the brand,
3. Region Polimlje-Ibar is a geographic unit, which includes the territories of seven municipalities: Plav, Gusinje, Andrijevica, Berane, Petnjica, Bijelo Polje and Rožaje has an almost perfect assumption that a number of regional local food products positioned as a brand,
4. Permission to use the symbol "Good from Montenegro" by the Chamber of Commerce of Montenegro on the territory of the agricultural regions Polimlje-Ibar have 8 product (beef sausages, beef prosciutto beef goulash, meat cuts, Budimska sausage, beef product, dried beef ham and chicken frankfurter) by the two manufacturers' Garden Company "Ltd. – Rožaje and "Meat-traffic" Ltd. Bijelo Polje,
5. "Gradina Company" Ltd. - Rožaje and "Meat-traffic" Ltd. Bijelo Polje aim to animate the entire Montenegrin public and is directly addressed: producers, consumers (the general target group of citizens / consumers, hotels, restaurants, tourist, commercial networks, wholesale and retail stores, local distributors,
6. The main objective of the registration of a collective trademark GOOD FROM MONTENEGRO is recognition, quality and successful placement of Montenegrin products in the domestic and foreign markets. All the activities we want to indirectly influence the domestic producers to accept the criteria of the

international market raise the quality of products and make business more economical to, competitive prices and quality, successfully countered imported products in the domestic market and secure the path to export. To achieve this goal it is necessary to influence the improvement of knowledge in the field of marketing and the introduction of appropriate standards.

Today, the brand would have to be defined as a set of expectations, experiences, feelings, stories and relationships, which, when pooled together, responsible for consumer's decision to choose one product or service instead of another. If the consumer does not want to pay a premium price for a brand if you do not want to buy it, or to expand a story about him, there is no brand value for this consumer. Because the brand is not what the manufacturer thinks about it, the brand is what the customer thinks of him. Brands in fact live in the minds and hearts of consumers [49].

## **References**

- [1] G. Rajović, J. Bulatović, *Journal of Agriculture and Sustainability* 2(2) (2013) 178-195.
- [2] G. Rajović, J. Bulatović, *Annals of Plant Sciences* 2(7) (2013).
- [3] G. Rajović, J. Bulatović, *European Geographical Studies* 5(1) (2015) 18-33.
- [4] G. Rajović, *Economics* 55(1-2) (2009) 103-114.
- [5] G. Rajović, J. Bulatović, *Journal of Social Economics Research* 1(3) (2014) 20-39.
- [6] G. Rajović, J. Bulatović, *Journal of Economic and Social Thought* 2(1) (2015) 3-15.
- [7] Regional brands of homemade food (2010), Projects Mass Customization, Available from: <http://www.subotica.info> (01.06 2015).
- [8] M. Vukić, Nacionalne gastronomije, Visoka hotelijerska škola strukovnih studija, Belgrade: Nauka i društvo, 2009.
- [9] A.G. Boyne, *Public Policy and Administration* 19(4) (2004) 100-117.
- [10] Chamber of Commerce of Montenegro (2014), Good from Montenegro, Available from: <http://www.privrednakomora.me> (02.06 2015).
- [11] G. Rajović, J. Bulatović, *International Letters of Social and Humanistic Sciences* 1(1) (2015) 41-54.
- [12] G. Rajović, J. Bulatović, *International Letters of Natural Sciences* 2 (2015) 43-56.
- [13] G. Rajović, J. Bulatović, *Scientific Electronic Archives* 8(1) (2015) 56-65.
- [14] Nerda Northeast Regional Development Association, EC Support for Regional Economic Development in Bosnia and Herzegovina(\*\*\*), Zaštita izvornosti, geografskog porijekla i tradicionalnog ugleda proizvoda u prehrambenoj industriji, Available from: <http://www.nerda.ba> (03.06 2015).
- [15] G. Rajović, J. Bulatović, *Applied Journal of Hygiene* 2(3) (2013)15-24.
- [16] G. Rajović, J. Bulatović, *International Letters of Natural Sciences* 14 (2015) 59-68.

- [17] G. Rajović, J. Bulatović, *International Letters of Social and Humanistic Sciences* 1(2) (2015) 98-109.
- [18] Meat Industry "Gradina Company" - Rožaje(2014), About Company, Available from: <http://www.gradinacompany.com> (04.06 2015).
- [19] Meat-Traffic“d.o.o. Bijelo Polje (2014), About Company, Available from: <http://www.www.mesopromet.co.me> (05.06 2015).
- [20] G. Rajović, J. Bulatović, *World Scientific News* 2 (2015) 82-93.
- [21] G.Rajović, J.Bulatović, *European Journal of Economic Studies* 11(1) (2015) 23-38.
- [22] S. Cvejanov, S. Radosavljević, Ispitivanje namirnica, Belgrade:Zavod za udzbenike, 2006.
- [23] F.C. Lin, F.H.Wang, *Cyberpsychology & Behavior* 11(6) (2008) 759-761.
- [24] A. Krajnović, A. Strenja, J. Bosna, *Oeconomica Jadertina* 3(1) (2013) 50-72.
- [25] R. P. Klosse, J. Riga, B.A. Cramwinckel, A. B., H.W. Saris, *Food service technology* 4(3) (2004)107-115.
- [26] M.C. McGinley, D.T. Mahin, J.R. Pope, Elements of successful Odor/Odour Laws, WEF Odor/ VOC 2000 Specialty Conference Cincinnati, OH., 16-19, 2000.
- [27] W.R. Holland, M. Hendriks, H. Aarts, H., *Psychological Science* 16(9) (2005) 689-693.
- [28] H. Distel et al., Perception of Everyday Odors. Correlation between Intensity, Familiarity and Strength of Hedonic Judgement, *Chem. Senses* 24 (1999) 191-199;
- [29] R.E. Spangenberg, E.D. Sprott, B. Grohmann, L.D. Tracy, *Journal of Business Research* 59(12) (2006) 1281-1287.
- [30] H. Distel, R. Hudson, *Chem. Senses* 26 (2001) 247-251
- [31] C. Chrea, C. et al., *Chem. Senses* 30 (2005) 37-49.
- [32] S.R. Herz, *Chemical Senses* 30(suppl 1) (2005) i250-i251.
- [33] C.J. Chebat, R. Michon, *Journal of Business Research* 56(7) (2003) 529-539.
- [34] A. Bosmans, *Journal of Marketing* 70(3) (2006) 32-43.
- [35] N.H. Schifferstein, T.S.Blok, *Chemical Senses* 27(6) (2002) 539-549.
- [36] M. Morrin, S. Ratneshwar, *Journal of Marketing Research* 40(1) (2003) 10-25.
- [37] S.Veljković, Brend menadzment u savremenim tržišnim uslovima, Belgrade: EF,2010.
- [38] M.Jovanović, Fiziologija domaćih životinja, Belgrade-Zagreb:Medicinska knjiga,1990.
- [39] Psychology of color (2013), The effect of color on people, Available from: <http://www.psihoverzum.com> (06.06 2015 ).
- [40] C. Lovolock, J. Wirtz, *Pearson Education International*, 2004.
- [41] R. Priluck Grossman, Z.J. Wisenblit, *Journal of marketing practice: Applied marketing science* 5(3) (1999) 78-88.

- [42] J.T. Madden, K. Hewett, S.M. Roth, *Journal of international marketing* 8(4) (2000) 90-107.
- [43] S. Singh, *Management decision* 44(6) (2006) 783-789.
- [44] N.S. Davčik, V. Bulović, *Marketing* 38(4) (2007) 163-171.
- [45] D. Jovičić, *Poslovna politika* 36(1) (2007) 65-68.
- [46] S.S. Župljanin, *Cvapož* 1(4) (2012) 106-116.
- [47] S.Urošević, G. Kokeza, *Glasnik hemičara, tehnologa i ekologa Republike Srpske* 4(7) (2012).
- [48] G. Kokeza, S. Urošević, R. Bugarski, M. Milivojević, *Ecologica* 19(67) (2012) 501-504.
- [49] D. Laketić (2011), The secrets of successful brands, *Marketing*, <http://www.mcb.rs> (07.06 2015).

( Received 26 May 2015; accepted 08 June 2015 )