The following annotation will appear in the March 2018 issue of the *Journal of Economic Literature* (Volume 56, no. 1) and in the American Economic Association's electronic publications: *e-JEL, JEL on CD, and EconLit*.


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Sixteen papers examine topics in distributive trade, focusing on specialization and consumer-centric approaches. Papers discuss the impact of the Comprehensive Economic and Trade Agreement on Polish and other Central and Eastern European countries’ exports to Canada; the export competitiveness of the EU 28 countries; an analysis of foreign trade between Bosnia and Herzegovina and Montenegro using the gravitation model; the impact of new construction styles on the trade of housing containers in the European Union; the question of rethinking hypermarkets—the rise of c-stores; sales channels development in the soft-drink industry—a case study of the brand Cedevita; employment in distributive trade—looking backward and looking forward; the importance of customer loyalty programs in food retailing—the case of the Serbian market; the growing importance of petrol stations as channels for expanding the retail services; sport-footwear trade—differences between young consumers and middle-aged consumers;
the impact of productive negotiation techniques on the competitiveness of the Croatian hairdressing-products market; where the Uber case is leading; the use of social media influencers in tourism; the significance and importance of delivery in electronic commerce; the problem of counterfeit goods in online marketplaces; and the development of customer relationship management in electronic marketing channels. Bakovic, Knezevic, and Duzevic are with the Faculty of Economics and Business at the University of Zagreb. No index.