

## Review

**VÁCHAL, Jan et al., Jihočeský kraj v globální ekonomice,  
2016. Praha:Setoutbooks. ISBN 978-86277-82-0.**

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The book of Jan Váchal and the team, which was created within the framework of a project aimed at supporting the pedagogical work of the Department of Management of the Technical and Economic University in České Budějovice, as well as within the other scientific activities of this school, analyzes the main cross-sectional economic areas as well as the key branches of the South Bohemian Region. It focuses on the period from the accession to the European Union to the present, and besides its own analysis of the state and development of the South Bohemian economy, it focuses on the influence of globalization on the South Bohemian Region and its international economic relations.

Apart from the introduction and conclusion, the book is divided into fifteen chapters. The initial chapter deals with the effects of international markets on the South Bohemian regional market, both on the goods and services market and on the labor market and capital markets. The second chapter analyzes the development of the labor market in the South Bohemian Region, including the effectiveness of employment policy. It also deals with the analysis of the causes of unemployment and the specifics of employment in the border areas of the region.

The third chapter analyzes small and medium enterprises in the South Bohemian Region, which forms the core of its economy. It outlines its advantages and disadvantages in comparison with the European Union and deals with the financing of small and medium-sized enterprises. Another chapter of the book deals with the analysis of innovative activities of South Bohemian companies and their comparison with other regions of the Czech Republic.

The aim of the fifth chapter was to analyze the development of agricultural production and the food industry in the South Bohemian region after joining the European Union, among other things in connection with the importance of this sector in the South Bohemian economy. It is followed by a chapter devoted to the perception of regional production, especially in the field of food products, and the application of regional foods in the context of modern gastronomy.

The seventh chapter deals with another of the major branches of the South Bohemian economy, namely tourism, its development and marketing communication. In connection with the importance of this sector, attention is also paid to services closely related to the tourism industry.

The other three chapters of the book are devoted to the international aspects of the South Bohemian economy, namely the financial analysis of export companies in the South Bohemian region, the evaluation of the level, potential and possibilities of foreign investment support in the South Bohemian region and the economic relations of the South Bohemian Region and Russia.

The eleventh chapter of the book deals with the analysis of the marketing activities of small and medium-sized enterprises in the South Bohemian Region as well as with the management of their relations with the stakeholders. It takes into account the different approaches of individual companies in this area depending on their type.

The four final chapters of the book are devoted to the issue of human resource management and development in the South Bohemian economic region, including investment in human capital. Particular attention is paid to the language training of employees in South Bohemian enterprises and institutions.

The book is based on a wide range of sources, both sources and databases of public and in-house materials, and data obtained through own questionnaires. Methodologically, the book uses economic, statistical and historical analyzes, including international comparisons.

The book of a large team of authors under the leadership of Jan Váchal should be appreciated for its empirical approach as well as a number of original analyses and comparisons. Its concept, content and form corresponds to the intention of its authors to provide an overview of the economy of the South Bohemian Region as well as its international position, both theoretically and practically, including the point of view of managerial practice. The individual chapters of the book give an exhaustive view of the main features of the South Bohemian economy and its specific position given by historical traditions, economic and enterprise composition and geographic location. The appreciation deserves the emphasis that the book focuses on the issue of the workforce, both from the point of view of its employment, as well as from the point of view of the corporate management of human resources and their development.

An analytically focused publication of the team of authors from the Technical and Economic University can be welcomed also in view of its still rather rare interest in the position of the regional economy in international relations, also in terms of its global competitiveness and its factors. Given that the publication was created in cooperation with the South Bohemian enterprises that provided a number of data, other South Bohemian and national institutions, it should be appreciated as an example of the cooperation of academic institutions with private and public sphere, which is also relevant to the academic workplace.

The clear and in-depth elaboration of the book's topic makes it a useful study and practical material for better understanding and understanding of the South Bohemian region.

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