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## ***Dear Readers,***

*This issue is the last publication of our journal for the second year of its establishment. We are proud to announce that our journal is in its third year of existence. We will continue to publish our issues with the same care and attention we paid to the last four issues. As mentioned in the previous issues, all our efforts are to achieve the global level best quality in the area of strategic management.*

*The International Strategic Management and Managers' Association, also the owner of this journal, is going to organize the Fifth International Strategic Management Conference in South Africa with the academic and administrative collaboration of Stellenbosh University. The conference will be held on 2-5 July 2009 in the Stellenbosh University's social facilities, 40 kilometers outside of Capetown. Our aim is to make this conference and the trip affordable to everybody who is planning to attend. We are continuing our communication and negotiations with the airplane companies for a discount flight package especially for the benefit of those coming from Turkey. We are expecting a great participation to the conference given the fact that the strategies of the firms for survival and progression in a global crisis will be one of the hot topics to be discussed there. Those interested may access the conference information via [www.beykent.edu.tr](http://www.beykent.edu.tr) and [www.gyte.edu.tr](http://www.gyte.edu.tr) links. You can e-mail your heartfelt wishes and expectations from the conference to [eren@beykent.edu.tr](mailto:eren@beykent.edu.tr) address and support our planning and organizing in this way.*

*Dear researchers, colleagues, and practitioners, we are publishing twelve valuable papers in the fourth issue of our journal. These papers are subject to your interest after a thorough peer review process. I regard this moment as a gracious duty to thank all the valuable judges who have contributed their efforts to elevate the quality level of our journal. Once again, I would like to remind you that we are expecting your papers, and send you all the love, respect and best wishes for the year 2009.*

***Prof.Dr.Erol EREN***  
*Editor-in-Chief*

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