

## IN MEMORIAN

### ON THE TENTH DEATH ANNIVERSARY OF ŽIVORAD ZLATKOVIĆ, PHD

Professor Zlatkovic proved himself an outstanding representative of economics studies on many occasions taking part in numerous debates. He would shine after tough debates on the amendments on the 1974 FRY Constitution. He clearly stated what was wrong with these amendments at the counselling meeting of the Yugoslav marketing association in Dubrovnik. This meeting was the top performance of his impossible to be repeated in any similar form. Although there were other meetings held following this Dubrovnik one, they were impossible to be even compared with it. Unlike other professional associations, economists gathered together many times to discuss the 1974 FRY Constitution amendments.

Young professionals who unfortunately did not have an opportunity to meet professor Zlatkovic can get to know him through the new wave economics papers. He could easily take part in tough debates on our economic reality now as he used to. He frequently met and had discussions with the following contemporaries in the field of economics: Vezjak, Milanovic, Milisavljevic, Obraz, Petkovski, Roko, Vucenovic, Radunovic ect. His inner personal strength in communication free of any problem ignoring was always expressed through the rational view at the cosmopolitan in modern economics.

Professor Zlatkovic never took sides; he was always lonely in his devotion to wise economics postulates. He was a high-caliber economist; you can randomly open any of his books and find out the beauty of his economics expression. Professor Zlatkovic was paradoxically immersed in the tradition of the FRY marketing modernism being at the same time the citizen of the world. He realized the significance of the changes that were to occur in the existing system.

At the time of forming the multi-party system, before political parties become tools for coming to power, a lot of gifted people excellent in their field of expertise were lured into politics. It was honourable to put your skills and knowledge at the service of the people and the country and help build a new society and different country. One of these people was professor Zlatkovic. His confirmed and proved knowledge and expertise did not need any politics but the politics needed his knowledge and expertise.

This professor, well-known to the Yugoslav public, is a unique person in the history of economics. He devoted his entire life to the scientific, research and pedagogical work, setting the milestones of the economics mission in our country. He was a careful analyst of all important events putting his observations in a few extremely significant books without which the history of Yugoslav economics would have remained in the total oblivion. He was devoted to developing the theory of trade and marketing economies taking part in numerous international and national debates on these issues. Apart from other titles, he managed to publish his tenth book Trade Economy.

Writing about franchise became the reason for our intensive work. Everything started in Brzece at the foot of Kopaonik more than twenty years ago when we were supposed to put a new attire on our profession after a number of law propositions for the transformation of the public property in Serbia. This cooperation gave us the book *The Franchise*. It was appreciated and supported by people who could use it.

In the process of the transformation of public property into its other forms, professor Zlatkovic was a sheer perfectionist. He wanted a short, clear, extra words free formulation. He wanted a sharp, filled with meaning form for which he would say - I have heard this expression somewhere. It is supposed to ‘ring’.

In our joint work and professional debates we spent a lot of time in search for the right word. That search meant the real word hunting. So while I was trying to produce a piece of writing in memory of my dear colleague Zlatkovic, I was almost sure to have heard his sharp almost angry voice: ‘It’s not good, you got carried away talking. Make it shorter, make it clear.’ It seems as though Zlatkovic planned his life not to be too long, thinking that a long life is like a long text on economics – prolix and empty, monotonous and boring. I owe it to my dear colleague Zlatkovic that every lengthy sentence or wordy writing and speaking strike me as a warning. I learned from Zlatkovic to be short with words as a virtue of a good author as well as to drink good red wine. I am just putting down a glass of wine on my desk – let his late soul be serene. Rest in peace, my dear colleague Zivorad Zlatkovic.

Prof. dr Borivoje B. Prokopović