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**IN THE WORLD OF THE KRĀSTICH BROTHERS, MERCHANTS
FROM THE TOWN OF SVISHTOV: ENTREPRENEURIAL CULTURE,
BUSINESS PRACTICES, ETHICS AND MENTALITY**

(Summary)

On the basis of unpublished documents (mostly private and commercial letters) the aim of the present article is to shed light on the entrepreneurial culture and business practices cultivated and demonstrated by Dimitar, Petar and Aleko Krastich from the town of Svishtov. They established their own commercial house in 1858, which operated most likely until 1864. Later, Dimitar Krastich dealt with trade on his own. The article also focuses on the mentality and ethical norms typical for the Krastich brothers and many other merchants from the period of the Bulgarian National Revival (18th – 19th centuries). I am deeply convinced that the Krastich case study will contribute to the research of commercial entrepreneurship in its Balkan context.