

WorldWideScience.org

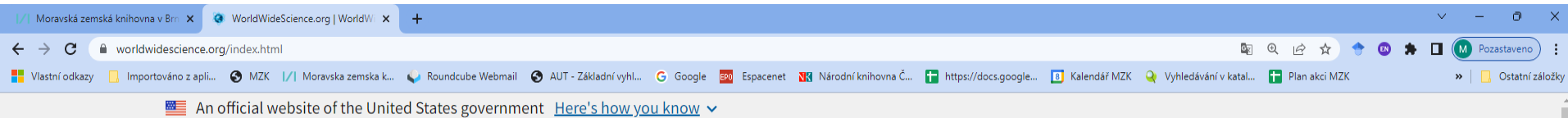
<https://worldwidescience.org/>

Martina Machátová

Poslední aktualizace: 6. 6. 2024

WorldWideScience.org

Základní vyhledávání



Home **Advanced Search** About WorldWideScience Help

"guerilla marketing"

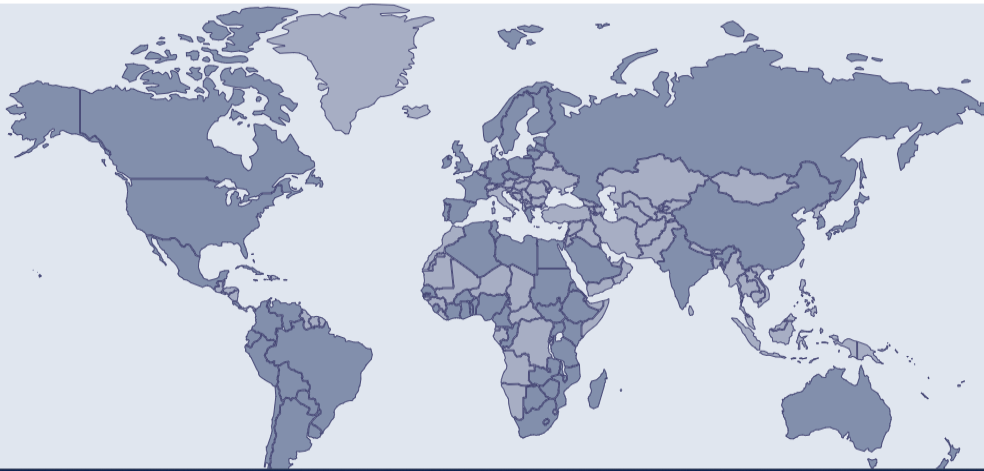
Enter Search Term(s) in your language

To select specific databases, use [Advanced Search](#)

Multilingual Translations Searching - Select your language:

العربية Deutsch English Español Français 日本語 한국어 Português Русский 中文

Translations
powered by Microsoft
Translator



INTERACTIVE MAP

Zoom in/out using your mouse wheel or the buttons on the top-left of the map. Click on the country to show its participating databases.

WorldWideScience.org

Přehled zapojených databází a portálů podle zemí

The screenshot shows the WorldWideScience.org website interface. At the top, there is a navigation bar with links for Home, Advanced Search, About WorldWideScience, and Help. Below this is a search bar containing the text "guerilla marketing" and a Search button. Underneath the search bar, there is a prompt: "Enter Search Term(s) in your language" and a note: "To select specific databases, use Advanced Search".

Below the search bar, there is a section for "Multilingual Translations Searching - Select your language:" with radio buttons for various languages: العربية, Deutsch, English (selected), Español, Français, 日本語, 한국어, Português, Русский, and 中文. To the right of these buttons is a "Translator" logo powered by Microsoft.

At the bottom of the page, there is a world map. A red arrow points from a label "Czech Rep." on the map to a callout box. The callout box has a dark blue header "CZECH REP." and contains two links: "[Digital Library of the Academy of Sciences of the Czech Republic](#)" and "[Czech National Repository of Grey Literature](#)".

WorldWideScience.org

- Brána prohledává souběžně asi 100 národních a mezinárodních vědeckých databází a portálů ze 70 zemí.
- Buduje ji Office of Scientific and Technical Information (OSTI) v Oak Ridge v USA.
- Některé dokumenty jsou k dispozici zdarma v plném textu.
- Umožňuje přístup i k vědeckým datům.
- **Vyhledávací možnosti:**
 - náhrada za několik znaků: *,
 - náhrada za právě 1 znak: ?,
 - fráze: "....",
 - booleovské operátory AND, OR, NOT.

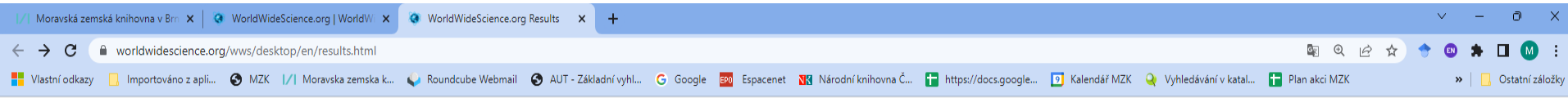
WorldWideScience.org

Další služby

- Použitelnost na mobilních zařízeních.
- Nastavení alertů.
- Překlad výsledků do 10 jazyků.
(Vybrat preferovaný jazyk před vyhledáváním,
po vyhledání záznamů spustit překlad).

WorldWideScience.org

Вýsledky - zpřesnění



An official website of the United States government [Here's how you know](#)



[Home](#) [Advanced Search](#) [About WorldWideScience](#) [Help](#)

"guerrilla marketing" [Options](#) [Search](#)

[New Search](#) [About](#) [Sign In](#)

Search Summary

661 top results from 220198
found in all sources

Search: "guerrilla marketing"

Did you mean [guerrilla marketing](#)?

[Create new alert from this search](#)

[Translate Results to English](#)



[101 of 101 sources complete](#)

[Topics](#) [Visual](#)

Papers (626) [Data/Software \(35\)](#) [Public Access \(14\)](#)

Results 1 - 10 of 626 Sort by: Rank Limit to: All Collections (626) « « 1 2 3 4 5 » »

[Guerrilla marketing](#)

★★★★★

[OpenAIRE](#)

2022-11-02

ООО «Издательство УМЦ УПИ»

Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителя, на помощь приходит так называемый «партизанский» маркетинг.

[Marketing de guerrilha](#)

★★★★★

[OpenAIRE \(Portuguese\)](#)

Radfahrer, Luli

2022-07-22

[Партизанский маркетинг](#)

★★★★★



WorldWideScience.gov

Možnost zpřesnění výsledků pomocí grafiky

Moravská zemská knihovna v Brně | WorldWideScience.org | WorldWideScience.org Results

worldwidescience.org/wws/desktop/en/results.html

Home Advanced Search About WorldWideScience Help

"guerrilla marketing" Options Search

New Search About Sign In

Search Summary
661 top results from 220198 found in all sources

Search: "guerrilla marketing"
Did you mean [guerrilla marketing?](#)
[Create new alert from this search](#)

Translate Results to English

(7) [Icons]

101 of 101 sources complete

Topic Visual

Papers (145) Data/Software (35) Public Access (14)

Results 1 - 10 of 142 Sort by: Rank Limit to: All Collections (145)

[Guerrilla marketing](#)
★★★★★
OpenAIRE
2022-11-02
ООО «Издательство УМЦ УПИ»
Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителя, на помощь приходит так называемый «партизанский» маркетинг.

[The weapons of guerrilla marketing](#)
★★★★★
Science.gov (United States)
Levinson, J C
1997-01-01 PubMed
Volume: 7 Issue: 3

[Winning profits with guerrilla marketing](#)
★★★★★
Science.gov (United States)
Levinson, J C
1997-01-01 PubMed
Volume: 7 Issue: 2

Topic	Count
Brand	24
Techniques	30
Marketing Strategies	40
Process	19
Traditional Marketing	19
Guerrilla Marketing	16
Creative	5
Advertising	7
Competition	8
Consumer Behavior	4
Brand Image	5
Social Media	14
Marketing Methods	13
Success	9
Process Models	8
Industry	5

WorldWideScience.org

Výběr výsledků k exportu

The screenshot shows the search results page for "guerrilla marketing" on WorldWideScience.org. The search bar at the top contains the query "guerrilla marketing" and a search button. Below the search bar, there is a "Search Summary" box indicating 661 top results from 220198 sources. A "Translate Results to English" button is visible. A red box highlights the "(10)" button, which is used for selecting results for export. Two red arrows point from the "10" button to the search results list. The search results list shows several papers, including "Guerrilla marketing", "The weapons of guerrilla marketing.", and "Winning profits with guerrilla marketing.". The left sidebar contains filters for Topics, Date Range Picker, Clusters, and Refine by. The bottom of the page shows the number of sources completed: "101 of 101 sources complete".

Search: "guerrilla marketing"
Did you mean *guerrilla marketing*?
[Create new alert from this search](#)

Search Summary
661 top results from 220198 found in all sources

Translate Results to English (10) [Export] [Trash] [Print] [Email] [Tools] [Info]

101 of 101 sources complete

Papers (145) Data/Software (35) Public Access (14)

Results 1 - 10 of 142 Sort by: Rank Limit to: All Collections (145) « « 1 2 3 4 5 » »

Guerrilla marketing
★★★★★
OpenAIRE
2022-11-02
ООО «Издательство УМЦ УПИ»
Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителей, на помощь приходит так называемый «партизанский» маркетинг.

The weapons of guerrilla marketing.
★★★★★
Science.gov (United States)
Levinson, J C
1997-01-01 PubMed
Volume: 7 Issue: 3

Winning profits with guerrilla marketing.
★★★★★
Science.gov (United States)
Levinson, J C
1997-01-01 PubMed
Volume: 7 Issue: 2

Guerrilla marketing for high-tech start-ups

Topics: English (145)
Date Range Picker
Clusters
Sort by: # of Results
Refine by:
Topics
Marketing Strat... (40)
Techniques (30)
Brand (24)
Process (19)
Traditional Mar... (19)
More...
Authors
Levinson JC. (7)
Levinson, J C (5)
More...
Publications
Revolution (7)
PubMed (5)

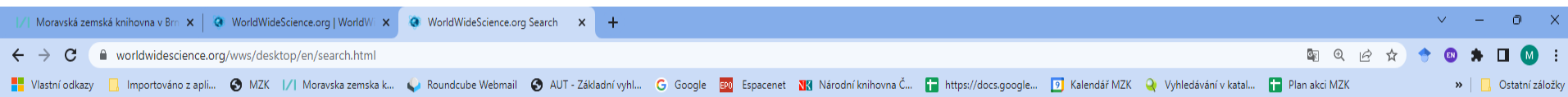
WorldWideScience.gov

Práce s vybranými výsledky

The screenshot shows the WorldWideScience.org website interface. At the top, there is a navigation bar with links for Home, Advanced Search, About WorldWideScience, and Help. Below this is a search bar containing the text "guerrilla marketing" and a search button. To the right of the search bar are links for New Search, About, and Sign In. Below the search bar is a "My Library" section with a "Back to the search results" button. On the right side of the page, there is a toolbar with icons for (7) items, trash, print, email, and settings. A red box highlights this toolbar. On the left side, there is a "Reference Management" sidebar with a red border, containing options to download as a text file in RIS format and logos for Mendeley, Zotero, ProQuest RefWorks, and EndNote Web. The main content area displays search results for "Guerrilla marketing", including a star rating, a date (2022-11-02), and a snippet of text in Czech. The first result is from the Czech National Repository of Grey Literature, and the second is from a source in Lenka.

WorldWideScience.org

Pokročilé vyhledávání



Enter Search Terms below, then select Language and Databases.

Full Record

Title

Author

Date Range

From To

Limit to Available Full-Text

Preferred Language

العربية Deutsch English Español Français 日本語 한국어 Português Русский 中文

Translations powered by Microsoft
Translator

AMPLIFY

- All Categories
- English Sources
 - African Journals Online (AJOL) [↗](#)
 - Agris [↗](#)
 - ArXiv.org [↗](#)
 - ASEP - Repository of the Czech Academy of Sciences [↗](#)
 - British Library Electronic Table of Contents (United Kingdom) [↗](#)
 - CDC Stacks [↗](#)
 - CERN Document Server [↗](#)
- Multilingual Sources
 - BazTech (Poland) [↗](#)
 - Chinese Academy of Sciences Institutional Repositories Grid [↗](#)
 - German National Library of Science and Technology (TIB) (German) [↗](#)
 - HAL Archives (French) [↗](#)
 - Institute of Scientific and Technical Information of China (Chinese) [↗](#)
- Multimedia Sources
 - Centers for Disease Control (CDC) Podcasts [↗](#)
 - CERN Multimedia [↗](#)
 - Medline Plus [↗](#)
 - NASA Video Gallery [↗](#)
 - National Science Foundation [↗](#)
 - ScienceCinema [↗](#)
 - TIB AV-Portal [↗](#)
 - Data and Software Sources [↗](#)

Lze vybrat zdroje k prohledání.

WorldWideScience.org

Nastavení výsledků (záznamů)

The screenshot shows the WorldWideScience.org search results page for the query "guerilla marketing". A "User Preferences" dialog box is open, allowing users to customize their search results. The dialog includes the following settings:

- Results Per Page:** 10 (dropdown menu)
- Sort results by:** Rank (dropdown menu)
- Results links in:** Same tab (radio button selected)
- Duplicate results:** Include (radio button selected)
- Include unranked results:** Include (radio button selected)
- Preferred language:** English

At the bottom of the dialog are "Cancel" and "Save" buttons. A red arrow points from a gear icon in the top right corner of the page to the dialog box. The background shows search results for "guerilla marketing", including a paper titled "Guerilla Marketing" by Nufer, Gerd; Bender, Manuel, published in 2022-11-08 at Universität Tübingen.

Kontakt

PhDr. Martina Machátová

Moravská zemská knihovna v Brně

Tel.: 541 646 170

E-mail: machat@mzk.cz