

The latest issue of our partner journal, „*Marketing Science and Inspirations*”,
Comenius University in Bratislava, Slovakia

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We are happy to receive by post the latest issue of our partner journal, „*Marketing Science and Inspirations*”, Vol. IX, Issue 2/2014. „*Marketing Science and Inspirations*” is an academic journal addressed to academics and practitioners. *The latest issue of this journal covers challenging topics in the marketing research field:* Modern approaches to current marketing management; Analysis of possibilities to detect the on-line reputation of Universities and Schools of Higher Education in the Slovak virtual market; Approaches to understand guerilla marketing in the context of the current marketing management; Theoretical aspects of marketing management and the importance of understanding and generalization for corporate practice; The readiness of marketing managers to solve the present marketing issues; Marketing, personnel marketing and their application in university practice. Part I.

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The journal also includes other sections such as: *Marketing Briefs* (Hidden Research Subjects in Marketing Science), *Reviews* (Creativity in advertising; Emotion in marketing: how to deal with customer's heart), *Marketing Contests* (Marketing of the Year Contest 2013 has its Winner), *Dictionary of Useful Marketing Terms*.

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It is worth to remember that the Editor-in Chief, Professor Peter Starchon, Faculty of Management, Comenius University in Bratislava, Slovakia, is also Member of the Editorial Boards of the “Holistic Marketing Management” Journal and of the “Romanian Distribution Committee Magazine”. We remembered with pleasure our meeting in Köln, Germany, in 2011, on the occasion of the working meeting of European Retail Academy (ERA).