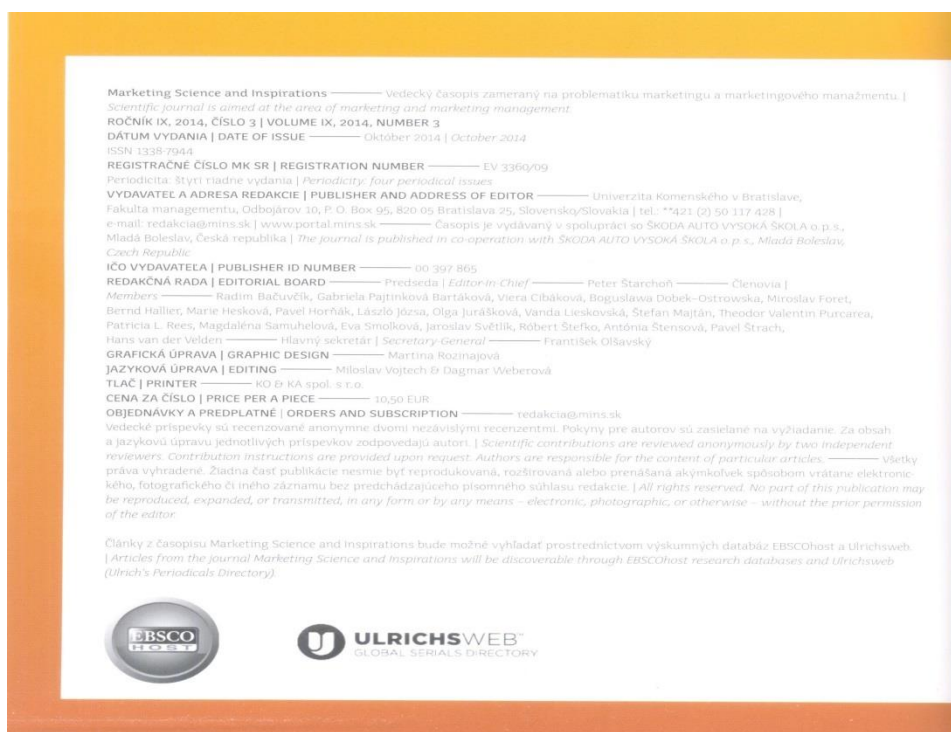


**The latest issue of our partner journal, „Marketing Science and Inspirations”,
Comenius University in Bratislava, Slovakia**

Theodor Valentin PURCÁŘEA

JEL Classification: Y30

We are happy to receive by post the latest issue of our partner journal, „**Marketing Science and Inspirations**”, Vol. IX, 2014, Number 3. „**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:* “Marketing, personnel marketing and their application in university practice” (Vanda Lieskovska); “The using of the model race in the project partnership for local development” (Miroslav Foret); “Methodology for performance evaluation of loyalty programs” (Katarina Gubiniova); “Brand as companies’ intangible asset and related valuation practice on the Czech market” (Monika Harantova, Marie Heskova); “The issue of protecting brand and intellectual capital” (Eva Smolkova); “Marketing and forms of family business” (Lubomira Strazovska); “Ethnocentrism of Slovak consumers” (Lucia Vilcekova).



The „Marketing Science and Inspirations” journal also includes other sections such as: Marketing Briefs (Pavel Strach – “List price: What do they mean and why should we care”), Reviews (Dusan Pavlu – “Lubos Barta - Public relations,” Praha: Radix, 2013), Dictionary of Useful Marketing Terms.



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 will always remember with pleasure our meeting in Koln, Germany, in 2011, on the occasion of the working meeting of the European Retail Academy (ERA).