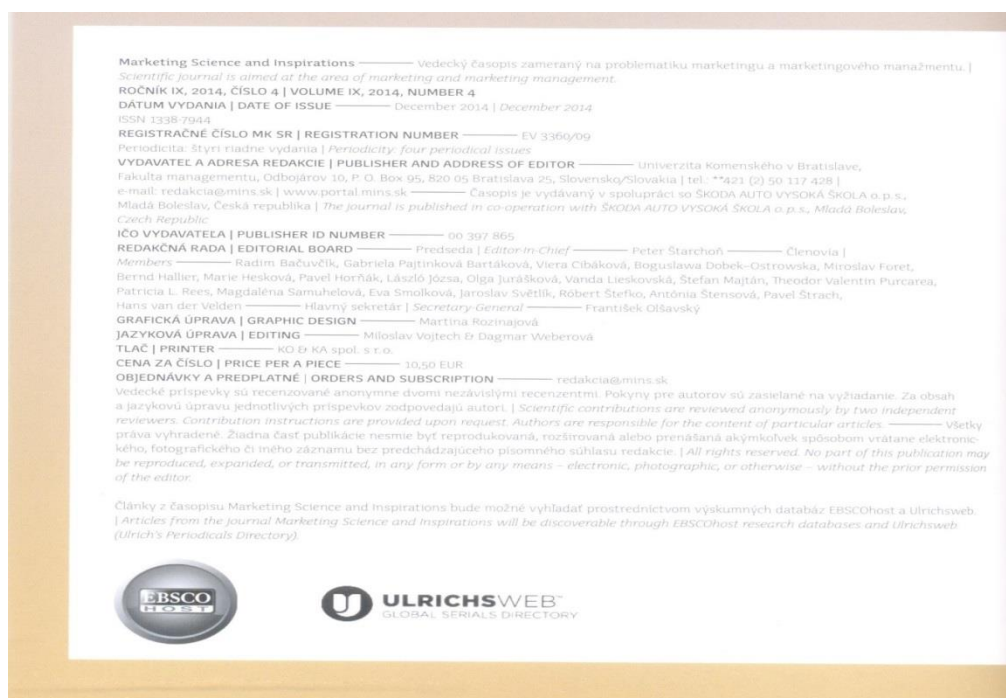


**The latest issue of our partner journal, „Marketing Science and Inspirations”,
Comenius University in Bratislava, Slovakia**

Theodor PURCÁREA

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 4. „**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 and forms of family businesses. Part II” (Lubomira Strazovska); “The importance of trust in modern marketing management” (Magdalena Samuhelova, Katarina Gubiniova); “A new dimension of marketing management – marketing performance measurement in the organization” (Gabriela Pajtinkova Bartakova); “Customer satisfaction as an instrument of marketing of marketing management in tourism” (Darina Nakatova); “Gender and attitudes of Slovak customers towards brands. Part I” (Peter Starchon, Dagmar Weberova); “Marketing of territorial units in the context of municipal elections in 2014” (Frantisek Olsavsky).



The „Marketing Science and Inspirations” journal also includes other sections such as: “*Marketing Briefs*” (Pavel Strach – “Unusual advertising or the dawn of a traditional component of marketing communications?”); “*Captured us*” (“An announcement of the tenth year of the Marketer of the year contest”); “*Reviews*” (Frantisek Olsavsky, Martina Drahosova - “Emilia Charfaoui: Professional lexicon of minimum managerial and economic practice,” Comenius University in Bratislava, 2014), “*Dictionary of Useful Marketing Terms*” (Dagmar Weberova).



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).