

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. X, 2015, Number 1. „*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:* “Gender and attitudes of Slovak customers towards brands. Part II” (Peter Starchon, Dagmar Weberova); “Identification of the requirements placed on product managers during the recruitment process” (Zuzana Wroblowska, Tomas Ruda); “Sustainability in behavior of generation Y – research study of values and behavior. Part I” (Dana Vokounova, Janka Kopanicova); “Personal blog and destination marketing” (Eva Jaderna); “Tools of quality management in the secondary school of Slovak Republic” (Peter Paska, Katarina Gubiniova); “The usage of management quality systems in customer relationship management processes on the market of services of telecommunication operators in Slovak Republic” (Gabriela Pajtinkova Bartakova, Andrej Pinak).



The „Marketing Science and Inspirations” journal also includes other sections such as: “*Marketing Briefs*” (Pavel Strach – “Seeking catchy names and acronyms: how does marketing science shoot itself in the foot”); “*Captured us*” (“Dolphin-Marketer celebrates ten years”); “*Reviews*” (Dusan Pavlu – “Jakub Slavik: Marketing and strategic management in the public service. How to provide customer-oriented public services”, Praha: Grada Publishing, 2014; Dusan Pavlu – “Renata Sedlakova: Media Research. The most commonly used methods and techniques”, Praha: Grada Publishing, 2014), “*Dictionary of Useful Marketing Terms*” (Dagmar Weberova).



The Editor-in Chief of the „Marketing Science and Inspirations” journal is Professor **Peter Starchon**, Faculty of Management, Comenius University in Bratislava, Slovakia, who is also Member of the Editorial Boards of the “*Holistic Marketing Management*” Journal and of the “*Romanian Distribution Committee Magazine*”. It is our pleasure to remember our meeting in Koln, Germany, in 2011, on the occasion of the working meeting of the European Retail Academy (ERA).