

The latest issue of our partner journal, „*Marketing Science and Inspirations*”,
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We are happy to receive by post the latest issue of our partner journal, „*Marketing Science and Inspirations*”, Vol. XI, 2016, Number 1. „*Marketing Science and Inspirations*” is a well-known academic journal addressed to academics and practitioners. *The latest issue of this journal covers challenging topics in the marketing research field: “Neuromarketing. Introduction. Part II” (Magdalena Samuhelova, Lucia Simkova;* the authors underline that neuromarketing has the potential to be exploited for the good of society and public information, but it can also be misused to promote the interests of companies or political groups); “Proposition of the blue ocean marketing strategies in collaboration with a partner” (Eva

Smolkova, Samuel Smolka; approaching the changes in relation to the blue ocean strategies, the authors point to the possibility of using non-traditional methods to penetrate into new market areas, to create new products and find customers who have never been addressed before); “Social marketing – a concept of marketing management” (*Anna Mazurkiewicz-Pizlo, Wojciech Pizlo*; the authors argue that every company using social marketing should focus on implementing its business objectives, creating value for customers, and bringing broader benefits to society as answer to society’s expectations, every such company meeting the challenge of increasing costs); “The deployment of the virtualization environment OpenStack in education. Part I” (*Vincent Karovic, Peter Vesely, Frantisek Olsavsky*; the authors show that OpenStack is a free open source software and platforms for cloud computing licensed under the Apache license, essential for the safety of the school information system being the separation of the sensitive systems from open networks and the learning environment; they selected four teaching subjects, arguing that the introduction of these innovations may affect the success of managerial and marketing skills and success of students).

Marketing Science and Inspirations ————— Vedecký časopis zameraný na problematiku marketingu a marketingového manažmentu. | *Scientific journal is aimed at the area of marketing and marketing management.*

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The „Marketing Science and Inspirations” journal also includes other sections such as: “Marketing Briefs” (*Pavel Strach* – “Time is marketing: Holidays and other observances”); “Captured us” (“Czechs and advertising 2016”); “Reviews” (*Peter Starchoň* – Peter, Stetka and

Stefan, Majtan, 2014. The reference framework for cross-cultural consumer”, Bratislava: Economist Publishers, 2014.146 S.; Dagmar Weberova – “Radomila, Soukalova: Marketing is a science of creativity”, Zlin: Radim Bacuvcik – Verbum, 2015.158 S.), “*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 always our pleasure to remember our meeting in Koln, Germany, in 2011, on the occasion of the working meeting of the European Retail Academy (ERA).

