

Zahraniční zdroje šedé literatury

2

Open Grey

<http://www.opengrey.eu/>

- Databáze obsahuje více než 833 500 bibliografických záznamů šedé literatury vzniklé v Evropě.
- **Vyhledávací nástroje:**
 - a) * Náhrada za neomezený počet znaků.
 - b) "breast cancer"
Oboustranné horní uvozovky pro fráze.
 - c) Operátory AND, OR, NOT, NEAR a další aproximní a zvláštní operátory.



“System for Information on
Grey Literature in Europe”

fra | eng

Home

Search

Subjects

Partners

Export

waste water

x

Search



OpenGrey

System for Information on Grey Literature in Europe, is your **open access** to **700.000 bibliographical references** of grey literature (paper) produced in Europe and allows you to **export records** and **locate the documents**.

Examples of **grey (gray) literature** include technical or **research reports**, **doctoral dissertations**, some **conference papers**, some official publications, and other types of grey literature.

OpenGrey covers Science, Technology, Biomedical Science, Economics, Social Science and Humanities.

The site includes **preprints** from the **GL conferences** ([GreyNet](#) International) in full text.

News

2015
03/09

GL17, A New Wave of Textual and Non-Textual Grey Literature - [Call for Papers](#)

2014
12/04

OpenGrey is now an [OpenAIRE](#) data provider for GL conference preprints

2014
10/17

The papers of the [GL15 Conference : The Grey Audit](#), Bratislava, 2-3 December 2013, are available

2014
10/02

[7th annual Conference on Grey Literature and Repositories](#) at NTK Prague (CZ), October 22nd, 2014 - [Programme and abstracts](#)

More news

Focus

Citations:1014821

Documents :323
(total number of PDF: 956)

Number of citations by Sciences: 833,500

Social Science and Humanities: 325,000

Biomedical Science: 116,000

Science: 170,000

Technology: 222,500

Partners:14

Open Grey

Výsledky

Browser address bar: <http://www.opengrey.eu/search/>

Navigation bar: Soubor Úpravy Zobrazit Oblíbené položky Nástroje nápověda

Search bar: Search

Language: Fr | En

Open Grey

System for Information on Grey Literature in Europe

Home Search Subjects Partners Export

Refine your search

- person
- organization
- discipline
 - 05R - Sociology, social s... (50548)
 - 05A - Management, adminis... (46272)
 - 05D - Economics, economic... (45881)
 - 05J - Political science, ... (36441)
 - 05P - Education, training (35564)
 - 05O - Humanities, psychol... (31192)
 - 05V - Urban planning, rur... (27592)
 - 05S - Labour studies (26611)
 - 05T - Health services, he... (23541)
 - 06E - Medicine (21580)
- keyword
- year

Results: 1 – 10 of 690356

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) next >

[XML](#)

Associated Terms

Office National (202) ONERA-TP (153) ONERA-TAP (116) Aircraft components (38) Crop production (23) INRIA-RR (15) Fluid mechanics (15) Space technology (13) Sophia-Antipolis (13) ESA-SP (12)

EDV-Programm 'Dynamische Zahnkrafte Programm (DZP)', Version ...

Geiser, H. ;
2001 ; R - Report

Auswertung der verfuegbaren Untersuchungsergebnisse zur ...

Schubert, P. ;
1998 ; I - Miscellaneous

Establishment of a plant for model-independent dismantling an ...

Kuhne, R. ; Mechel, K. ;
1996 ; R - Report

Open Grey

Záznam

« Back to the list of results

To cite or link to this reference: <http://hdl.handle.net/10068/27361>

Title : **Synthesis and characterization of hydrophilic copolymers used as medicine bases. Study of in vitro salting out. Application to contact lenses for therapeutic use**
Synthese et caracterisation de copolymeres hydrophiles utilises comme supports de medicaments. Etude du relargage in vitro. Application aux lentilles comeennes a usage therapeutique

Authors : [Wajs, Georges](#) ; [Vairon, Jean-Pierre](#) ;

Corporate author : [Fonds de la Recherche et de la Technologie \(FRT\), 75 - Paris \(France\)](#) ; [Essilor International, 94 - Vincennes \(France\)](#) ; [Centre National de la Recherche Scientifique \(CNRS\), 75 - Paris \(France\)](#). [Lab. de Chimie Macromoleculaire](#) ;

Copyright : [1982](#)

Language : [French](#) ;

Pagination/Size : 17 f ;

SIGLE classification : [06B - Bioengineering, biomedical engineering, biotechnology, biochemical engineering](#) ;

Document type : [R - Report](#) ;

Report number : [FRT--81-M-0128](#) ; [FRT--81-M-0129](#) ;

Other identifier : [FR](#) ; [FR_ 1988:1544](#) ;
[handle](#) : <http://hdl.handle.net/10068/27361>

Provenance : [SIGLE](#) ;

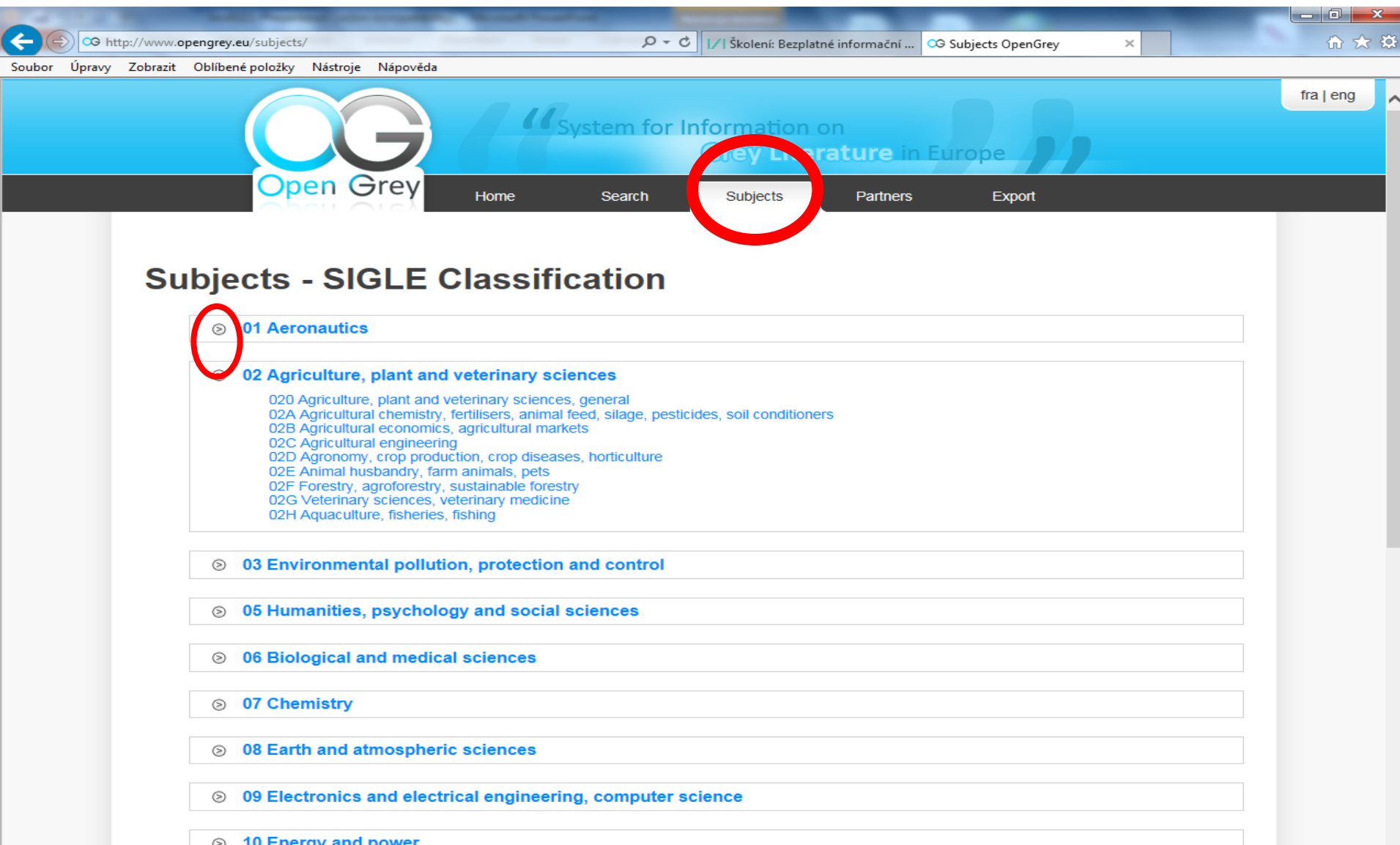
Get a copy : [INIST-CNRS - Institut de l'Information Scientifique et Technique](#)

Availability : [CNRS AR 11558](#)

Country : [France](#)

Open Grey

Prohlížení dle tématu



The screenshot shows the Open Grey website interface. The browser address bar displays <http://www.opengrey.eu/subjects/>. The navigation bar includes links for Home, Search, Subjects (circled in red), Partners, and Export. The main content area is titled "Subjects - SIGLE Classification" and lists various subject categories. The first category, "01 Aeronautics", is circled in red. Below it, "02 Agriculture, plant and veterinary sciences" is listed with a sub-list of related fields. Other categories include "03 Environmental pollution, protection and control", "05 Humanities, psychology and social sciences", "06 Biological and medical sciences", "07 Chemistry", "08 Earth and atmospheric sciences", "09 Electronics and electrical engineering, computer science", and "10 Energy and power".

System for Information on
Grey Literature in Europe

fra | eng

Home Search **Subjects** Partners Export

Subjects - SIGLE Classification

- 01 Aeronautics
- 02 Agriculture, plant and veterinary sciences
 - 020 Agriculture, plant and veterinary sciences, general
 - 02A Agricultural chemistry, fertilisers, animal feed, silage, pesticides, soil conditioners
 - 02B Agricultural economics, agricultural markets
 - 02C Agricultural engineering
 - 02D Agronomy, crop production, crop diseases, horticulture
 - 02E Animal husbandry, farm animals, pets
 - 02F Forestry, agroforestry, sustainable forestry
 - 02G Veterinary sciences, veterinary medicine
 - 02H Aquaculture, fisheries, fishing
- 03 Environmental pollution, protection and control
- 05 Humanities, psychology and social sciences
- 06 Biological and medical sciences
- 07 Chemistry
- 08 Earth and atmospheric sciences
- 09 Electronics and electrical engineering, computer science
- 10 Energy and power

DiVA

<http://www.diva-portal.org/smash/search.jsf?dswid=4815>

- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím ze 49 univerzit a výzkumných institucí ve Skandinávii.

DiVA

Vyhledávání

Bezplatné informační zdroje pro x Simple search x +

Nezabezpečeno | www.diva-portal.org/smash/search.jsf?dswid=3776

Aplikace Vlastní odkazy Windows Importováno z apli... MZK Moravská zemská k... Roundcube Webmail AUT - Základní vyhl... Google Seznam ČSN

DiVA☆ Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

English Svenska Norsk

marketing fashion Search

☒ All publications ☐ Research publications ☐ Student theses

☐ Only documents with full text in DiVA

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DiVA portal is a finding tool and an institutional repository for research publications and student theses written at 49 universities and research institutions.

v. 2.35.6 | [About DiVA Portal](#) DiVA☆

DiVA

Výsledky

http://www.diva-portal.org/smash/resultList.jsf?dswid=5972&language=en&searchType=S (547) Roundcube Webmail :: Př... DiVA - Search result

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

Change search English Svenska Norsk

Simple search Result list (marketing fashion)

Refine search result

Full-text
Full-text in DiVA (72)
Full-text not available in DiVA (53)

Publication type
Student thesis (77)
Article in journal (21)
Conference paper (12)
Chapter in book (7)
Doctoral thesis, monograph (3)
Show more

Content type
Refereed (31)
Other academic (17)

Level
Independent thesis Basic level (degree of Bachelor) (46)
Independent thesis Advanced level (degree of Master (One Year)) (19)
Independent thesis Advanced level (degree of Master (Two Years)) (9)
Independent thesis Basic level (professional degree) (2)
Independent thesis Advanced level (professional degree) (1)

Person
Pihl, Christofer (5)
Östberg, Jacob (5)

References 1 - 125 of 125 Link to result list

Rows per page 250 Sort Author A-Ö

Select all on this page from result set Clear selection Selected: 3

☒ 1. ▶ Aagerup, Ulf
To sell or not to sell: Overweight users' effect on fashion assortments
2010
In: Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78
Article in journal (Refereed)
Publisher's full text ▶ Abstract [en]

☒ 2. ▶ Aagerup, Ulf
The impact of user weight on brands and business practices in mass market fashion
2010
Licentiate thesis, comprehensive summary (Other academic)

☒ 3. ▶ Aagerup, Ulf
The influence of real women in advertising on mass market fashion brand perception
2011
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502
Article in journal (Refereed)
Publisher's full text ▶ Abstract [en]

☐ 4. ▶ Agripina, Irene Garnit
Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour
2012
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits
Student thesis ▶ Abstract [en]

Tryck till

DiVA

Stahování seznamu vybraných záznamů

The screenshot shows the DiVA search results page for the query "marketing fashion". The page is in English. The search results are displayed in a table with columns for selection, author, title, year, journal, and abstract. The first three results are selected with checkboxes.

DiVA Digitala Vetenskapliga Arkivet

Simple search Advanced search - Research publications Advanced search - Student theses Statistics

English Svenska Norsk

Change search

Simple search Result list (marketing fashion)

Refine search result

Full text
Full-text in DiVA (72)
Full-text not available in DiVA (53)

Publication type
Student thesis (77)
Article in journal (21)
Conference paper (12)
Chapter in book (7)
Doctoral thesis, monograph (3)
Show more

Content type
Refereed (31)
Other academic (17)

Level
Independent thesis Basic level (degree of Bachelor) (46)
Independent thesis Advanced level (degree of Master (One Year)) (19)
Independent thesis Advanced level (degree of Master (Two Years)) (9)
Independent thesis Basic level (professional degree) (2)
Independent thesis Advanced level

References 1 - 125 of 125 Link to result list

Rows per page 250 Sort Author A-Ö

Select all on this page from result set Clear selection Selected: 3

☒ 1. Agerup, Ulf
To sell or not to sell: Overweight users' effect on fashion assortments
2010
In: Journal of Brand Management, ISSN 1350-231X, Vol. 18, no 1, 66-78
Article in journal (Refereed)
Publisher's full text Abstract [en]

☒ 2. Agerup, Ulf
The impact of user weight on brands and business practices in mass market fashion
2010
Licentiate thesis, comprehensive summary (Other academic)

☒ 3. Agerup, Ulf
The influence of real women in advertising on mass market fashion brand perception
2011
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 15, no 4, 486-502
Article in journal (Refereed)
Publisher's full text Abstract [en]

☐ 4. Agripina, Irene Garnit
Scandinavian Fashion Brands: Finding the puzzles between marketing strategy and Swedes customers behaviour
2012

Výběr formátu pro export vybraných záznamů



DiVA

Záznam

← → ☆ http://www.diva-portal.org/smash/record.jsf?dsid=-3427&pid=diva2%3A537514&c=4&se (547) Roundcube Webmail... ☆ urn:nbn:se:kau:diva-13... Scopus - Document details

References 1 2 3 4 5 6 7 4 of 125 Link to record Share

<<Back to result list

Scandinavian Fashion Brands : Finding the puzzles between marketing strategy and Swedes customers behaviour

► Agripina, Irene Garnit

2012 (English)
Independent thesis Advanced level (degree of Master (One Year)), 10 credits / 15 HE credits
Student thesis

Abstract [en]

Fashion is one of the most profitable industry in the world, Sweden has been seen as a fashionable nation, thanks to the big fashion brands that consumed by most of the Swedish of all segment. Scandinavian fashionbrands which is analyzed on this thesis is H&M, Kappahl, Ginatricot, Dressman, and JackJones. All of these fashionbrands are analyzed based on their marketing strategy, then compared to the result from the quitionaires about these brands. From the questionnaires, it can be found which kind of marketing strategy profitable for their segment. The result of this research show that most of the company know much about their customers, they do the right thing especially with the product design. Sometime the companies do the unuseful marketing that's wasting money because the customers don't react on the desirable behaviour

Place, publisher, year, pages
2012.

Series
Karlstad University Studies, ISSN 1403-8099

Keyword [en]
Customer behaviour, fashion marketing, retail management, fast fashion! Fashion distribution, marketing mix, fretail business management

National Category
Social Sciences

Identifiers
urn:nbn:se:kau:diva-13986 (URN)
FEK D-98 (Local ID)
oai:DiVA.org:kau-13986 (OAI)
diva2:537514 (DiVA)

Subject / course
Business Administration

Presentation
(Swedish)

Uppsok
Social and Behavioural Science, Law

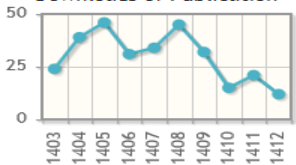
Supervisors
► Brunson, Kari

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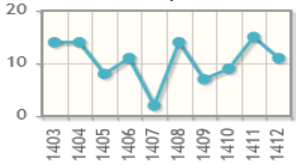
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1407	35
1408	45
1409	30
1410	15
1411	20
1412	15

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v2.sherpa.ac.uk/opensoar/search.html

Vyhledat

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OpenDOAR

Browse Search Statistics Policy Tool Our APIs Suggest Admin

Browse by Country and Region

Countries by Region (1769)

Europe (1769)

- Eastern Europe (310)
- Northern Europe (460)
- Southern Europe (508)
- Western Europe (491)

View: **by Name** | by Software | Statistics

Jump to: " / 4 < A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z ě Š I A E H

P Ľ "

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"

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Displaying results 1 to 20 of 2584.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | Next

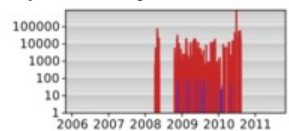
Export 2584 results as Activity table Export

RSS 1.0 Atom RSS 2.0

Search Content Graphical analysis

1.  Hispana

Deposit Activity



Hispana (2600798 records) Ministry of Culture - 8 April 2008 [\[Record Details\]](#)

ROAR

Vyhledávání

Advanced Search - Registry of Open Access Repositories - Windows Internet Explorer

http://roar.eprints.org/cgi/search/advanced

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Stránka Zabezpečení Nástroje

Registry of Open Access Repositories

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Browse by Year

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Browse by Repository Software

Advanced Search

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OAI-PMH Interface:

all of



Registry:

☐ OpenDOAR

☐ Celestial

Any of these



Title:

all of



Description:

all of



☐ Research Institutional or Departmental

☐ Research Multi-institution Repository

☐ Research Cross-Institutional

☐ Database/A&I Index

☐ Research Data

☐ Open and Linked Data



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