

**WorldWideScience.org**

<https://worldwidescience.org/>

Poslední aktualizace: 16. dubna 2021

# WorldWideScience.org

<https://worldwidescience.org/>

The screenshot shows the WorldWideScience.org website. At the top, there's a navigation bar with links: Home, About, News, **Advanced Search** (circled in red), Mobile, Contact Us, Site Map, and **Help** (circled in red). Below the navigation bar is a search bar containing the text "guerilla marketing" and a "Search" button. Under the search bar, it says "Enter Search Term(s) in your language" and "To select specific databases, use [Advanced Search](#)".

Below the search bar is a section titled "Multilingual Translations Searching - Select your language:". It lists various languages with radio buttons: العربية, 中文, Deutsch, English (selected), Español, Français, 日本語, 한국어, Português, and Русский. To the right of these languages is a "Translator" button with the text "Translations powered by Microsoft".

At the bottom of the page, there is a world map and a section titled "INTERACTIVE MAP". The text in this section says "Click on region to zoom in on participating countries."

# WorldWideScience.org

## Přehled zapojených databází a portálů

WorldWideScience.org

Search Term(s)

Enter Search Term(s) in your language To select specific databases, use [Advanced Search](#)

Multilingual Translations Searching - Select your language:

☐ العربية ☐ Deutsch ☒ English ☐ Español ☐ Français ☐ 日本語 ☐ 한국어 ☐ Português ☐ Русский ☐ 中文

Translations powered by Microsoft Translator



**Czech Rep.**

**CZECH REP.**

- [ASEP – Repository Of Czech Academy Of Sciences](#)
- [Czech Academy Of Sciences Repository](#)
- [Czech National Repository Of Grey Literature](#)

☐ Participating Country ☐ Non-Participating Country

[view participants as list](#)

WorldWideScience.org is a global science gateway—accelerating scientific discovery and progress through a multilateral partnership to enable federated searching of national and international scientific databases and portals.

Last Modified: 03/26/2021

[Website Policies and Important Links](#) [Comments](#)

**OSTI.GOV**

 **WORLDWIDE SCIENCEAlliance**

 **ICSLI**  
International Council for Scientific and Technical Information

WorldWideScience.org is maintained by the U.S. Department of Energy's Office of Scientific and Technical Information as the Operating Agent for the WorldWideScience Alliance.

# WorldWideScience.org

- Brána prohledává souběžně asi 100 národních a mezinárodních vědeckých databází a portálů ze 70 zemí.
- Buduje ji Office of Scientific and Technical Information (OSTI) v Oak Ridge v USA.
- Některé dokumenty jsou k dispozici zdarma v plném textu.
- Umožňuje přístup i k vědeckým datům.
- **Vyhledávací možnosti:**
  - náhrada za několik znaků: \*,
  - náhrada za právě 1 znak: ?,
  - fráze: "....",
  - booleovské operátory AND, OR, NOT.

# WorldWideScience.org

## Další služby

- Použitelnost na mobilních zařízeních.
- Nastavení alertů.
- Překlad výsledků do 10 jazyků.

(Vybrat preferovaný jazyk před vyhledáváním,  
po vyhledání záznamů spustit překlad).

# WorldWideScience.org

## Výsledky – možnost zpřesnění

WorldWideScience.org Results

Search: "guerrilla marketing"

650 top results from 184537 found in all sources

Translate Results to English

(10)

110 of 110 sources complete

Topics Visual

Papers (622)

Date Range Picker

Clusters

Sort by: # of Results

Refine by:

- Topics
  - Study (74)
  - Marketing Co... (53)
  - Guerilla Mark... (52)
  - Marketing Str... (44)
  - Партизански... (24)
  - More...
- Authors
  - Levinson, Jay ... (12)
  - Jay Conrad Le... (10)
  - More...
- Publications
  - TIBKAT (35)
  - Online Contents (30)
  - More...
- Country
  - Germany (151)
  - India (100)

Papers (622) Data/Software (28) Public Access (9)

Results 1 - 10 of 622 Sort by: Rank Limit to: All Collections (622)

« « 1 2 3 4 5 » »

[Guerrilla Marketing](#)

★★★★★

[Institute of Scientific and Technical Information of China \(English\)](#)

2014-01-01 Bloomberg business week

Pages: 1

There's a setting in Special Force 2 that lets you kill as many Israeli soldiers as you want, no matter how many times you get blown up. This would be called "God mode" in a typical first-person shooter video game. But the develop...

[GUERRILLA MARKETING](#)

★★★★★

[Institute of Scientific and Technical Information of China \(English\)](#)

2012-01-01 Bloomberg business week

Pages: 5

When Ben Keesey learned how many people were watching his video, he thought YouTube was broken. It was March 5, and Invisible Children, the nonprofit of which he is chief executive officer, had just launched Kony 2012, a 30-minute...

[游击营销](#)

★★★★★

[Institute of Scientific and Technical Information of China \(Chinese\)](#)

伊燃

2005-01-01 商界

Pages: 2

[Guerrilla Marketing](#)

WIKIPEDIA

[Guerrilla marketing](#)

**Guerrilla marketing** is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or

EurekAlert

[New book explores 'guerrilla marketing' in Colombia](#)

... New book explores 'guerrilla marketing' in Colombia ... **Guerrilla Marketing** : Counterinsurgency and Capitalism in Colombia ... of the hollow beams of marketing," Fattal said. "Branding is coming ...

# WorldWideScience.gov

Možnost zpřesnění výsledků pomocí grafiky

WorldWideScience

WorldWideScience.org Results

worldwidescience.org/www/desktop/en/results.html

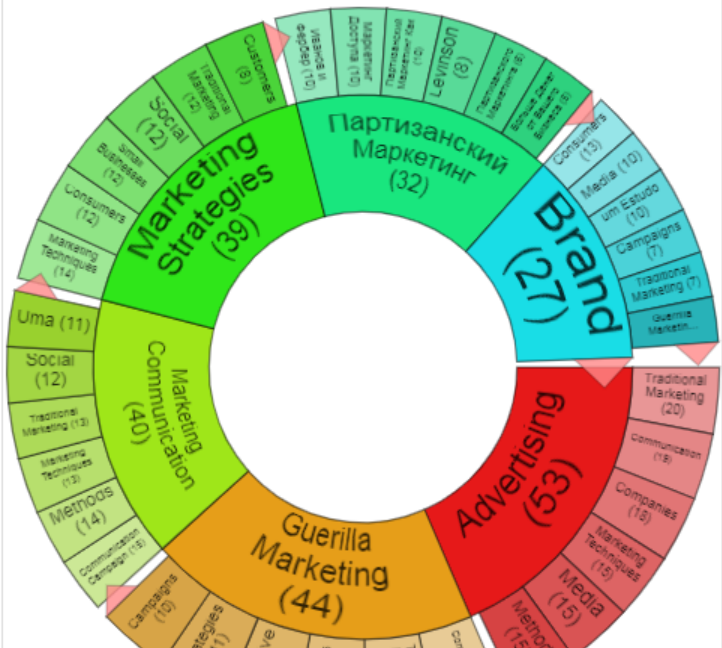
506 top results from 167688 found in all sources

Create new alert from this search

110 of 110 sources complete

Topic Visual

Papers (477)



| Topic                   | Count |
|-------------------------|-------|
| Marketing Strategies    | 39    |
| Brand                   | 27    |
| Advertising             | 53    |
| Guerilla Marketing      | 44    |
| Marketing Communication | 40    |
| Marketing Techniques    | 14    |
| Consumers               | 12    |
| Businesses              | 12    |
| Uma                     | 11    |
| Social                  | 12    |
| Traditional Marketing   | 13    |
| Marketing Techniques    | 15    |
| Metnoos                 | 14    |
| Communication           | 15    |
| Campaigns               | 10    |
| Strategies              | 11    |
| Live                    | 11    |
| Round                   | 11    |
| Customers               | 9     |
| Marketing               | 10    |
| Uma                     | 11    |
| Businesses              | 12    |
| Consumers               | 12    |
| Marketing Techniques    | 14    |
| Uma                     | 11    |
| Social                  | 12    |
| Traditional Marketing   | 13    |
| Marketing Techniques    | 15    |
| Metnoos                 | 14    |
| Communication           | 15    |
| Campaigns               | 10    |
| Strategies              | 11    |
| Live                    | 11    |
| Round                   | 11    |

Papers (477) Data/Software (29)

Results 1 - 10 of 477 Sort by: Rank

Limit to: All Collections (477)

« 1 2 3 4 5 »

[Guerrilla marketing](#)

★★★★★

OpenAIRE

Глотова, Д. В.; Лаврова, А. А.

2020-10-17

ООО «Издательство УМЦ УПИ»

Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителя, на помощь приходит так называемый «партизанский» маркетинг.

WIKIPEDIA

[Guerrilla marketing](#)

Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or

EurekAlert

[National Geographic announces its Emerging Explorers for 2012](#)

... About About EurekAlert ! For ... Contact EurekAlert ! ... About EurekAlert ! ...

# WorldWideScience.org

Выбор результатов к экспорту (только целые страницы результатов)

WorldWideScience.org Results

Search: "guerrilla marketing"

Search Summary  
510 top results from 167680 found in all sources

Search: "guerrilla marketing"  
[Create new alert from this search](#)

Translate Results to English (10)

110 of 110 sources complete

Topics Visual

Papers (481) Data/Software (29)

☒ Results 1 - 10 of 481

Sort by: Rank Limit to:

All Collections (481)

Guerrilla marketing

★★★★★

OpenAIRE

Глотова, Д. В.; Лаврова, А. А.  
2020-10-17  
ООО «Издательство УМЦ УПИ»

Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителя, на помощь приходит так называемый «партизанский» маркетинг.

WIKIPEDIA

**Guerrilla marketing**  
Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or

EurekAlert

National Geographic announces its Emerging

Выбрат lze pouze celé strany výsledků, nikoliv jednotlivé záznamy.

# WorldWideScience.gov

## Práce s vybranými výsledky

WorldWideScience.gov interface showing search results for "guerrilla marketing".

The browser address bar shows: `worldwidescience.org/www/desktop/en/citations.html`

Search results for "guerrilla marketing" are displayed. The search bar contains "guerrilla marketing" and the "Search" button is visible.

Navigation and action buttons are present:

- My Library
- Back to the search results
- (10) [Download icon]
- [Trash icon]
- [Print icon]
- [Email icon]
- [Settings icon]
- [Help icon]

Reference Management options are listed on the left:

- Download as a text file in RIS format. [Download icon]
- MENDELEY [Share icon]
- zotero [Share icon]
- ProQuest RefWorks [Share icon]
- EndNote<sup>Web</sup> [Share icon]

Search results for "Партизанский маркетинг" (Guerrilla marketing) are shown:

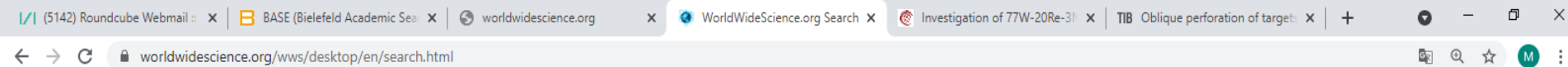
- ★★★★★ [HTML icon]
- OpenAIRE (Russian) [Share icon]
- Шварц, Д. С.
- 2020-08-12
- Минск: ГИУСТ БГУ

Search results for "Guerrilla marketing" are shown:

- ★★★★★ [HTML icon]
- OpenAIRE [Share icon]
- Глотова, Д. В.; Лаврова, А. А.
- 2020-10-17
- ООО «Издательство УМЦ УПИ»
- Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом смысле, для привлечения бизнесного...

# WorldWideScience.org

## Pokročilé vyhledávání



[Home](#) ▪ [About](#) ▪ [News](#) ▪ [Advanced Search](#) ▪ [Contact Us](#) ▪ [Site Map](#) ▪ [Help](#)

Enter Search Terms below, then select Language and Databases.

**Full Record**

**Title**

**Author**

**Date Range**

From  To

**Preferred Language**

☐ العربية ☐ Deutsch ☒ English ☐ Español ☐ Français ☐ 日本語 ☐ 한국어 ☐ Português ☐ Русский ☐ 中文

Translations  
powered by Microsoft  
**Translator**

Clear

Search



☒ All Categories

☒ English Sources

- ☒ [African Journals Online \(AJOL\)](#)
- ☒ [Agris](#)
- ☒ [ArXiv.org](#)
- ☒ [ASEP - Repository of the Czech Academy of Sciences](#)
- ☒ [British Library Electronic Table of Contents \(United Kingdom\)](#)

☒ Multilingual Sources

- ☒ [BazTech \(Poland\)](#)
- ☒ [Chinese Academy of Sciences Institutional Repositories Grid](#)
- ☒ [German National Library of Science and Technology \(TIB\) \(German\)](#)
- ☒ [HAL Archives \(French\)](#)

☒ Multimedia Sources

- ☒ [Centers for Disease Control \(CDC\) Podcasts](#)
- ☒ [CERN Multimedia](#)
- ☒ [Medline Plus](#)
- ☒ [NASA Video Gallery](#)
- ☒ [National Science Foundation](#)

**Možnost výběru  
zdrojů  
k prohledání**

# WorldWideScience.org

## Nastavení výsledků (záznamů)

The screenshot shows the WorldWideScience.org search results page for the query "guerrilla marketing". The page displays 506 top results from 167,688 found in all sources. The search results are organized into sections: Topics, Visual, Papers (477), Date Range Picker, Clusters, and Sort by (# of Results). The User Preferences dialog box is open, showing settings for Results Per Page (100), Sort results by (Rank), Open results links in (New tab), Include duplicate results (Include), Include unranked results (Include), More results popup (Show popup when there are additional results), and Preferred language (English). A red arrow points from the gear icon in the top right corner of the search results area to the User Preferences dialog box.

WorldWideScience.org Results

worldwidescience.org/www/desktop/en/results.html

Search

New Search About Sign In

110 of 110 sources complete

WIKIPEDIA

**Guerrilla marketing**  
Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or

EurekaAlert

National Geographic announces its Emerging

**User Preferences**

Results Per Page: 100

Sort results by: Rank

Open results links in:

☒ New tab ☐ Same tab

Include duplicate results:

☒ Include ☐ Do not include

Include unranked results:

☒ Include ☐ Do not include

More results popup:

☒ Show popup when there are additional results.  
☐ Do not show additional results popup.

Preferred language: English

Cancel Save

# Kontakt

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