

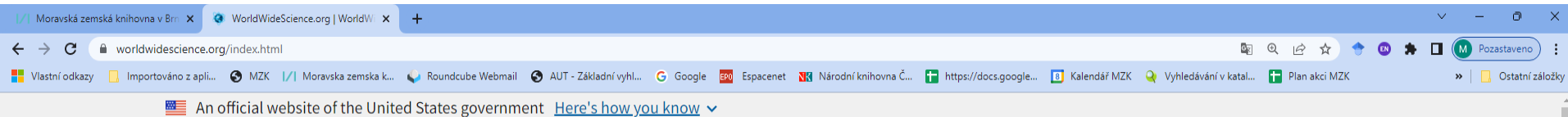
**WorldWideScience.org**

<https://worldwidescience.org/>

Poslední aktualizace: 9. 12. 2022

# WorldWideScience.org

## Základní vyhledávání



Home Advanced Search About WorldWideScience Help

"guerilla marketing"

Search

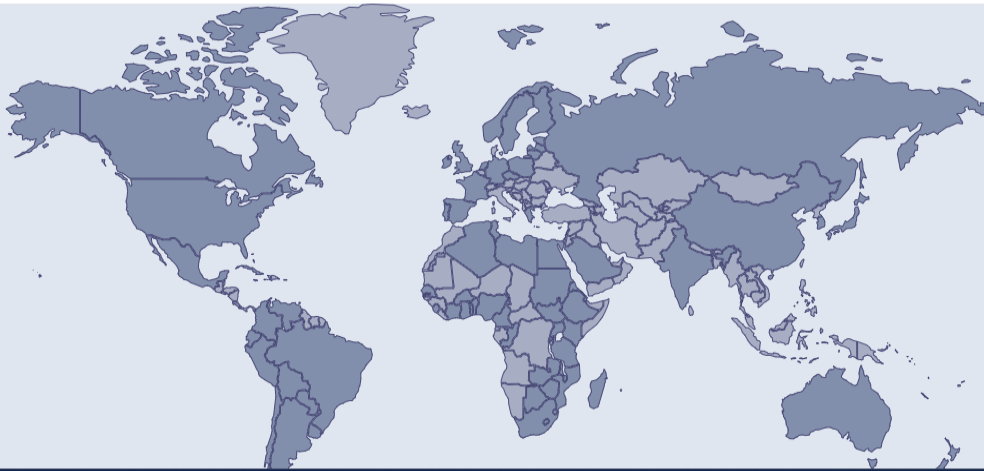
Enter Search Term(s) in your language

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

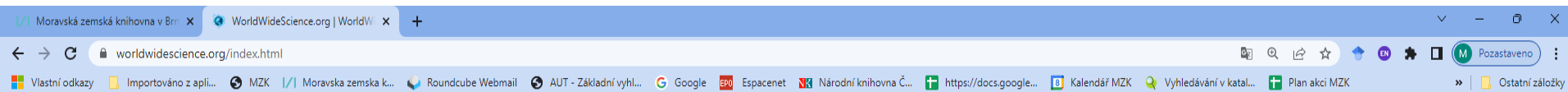


### INTERACTIVE MAP

Zoom in/out using your mouse wheel or the buttons on the top-left of the map. Click on the country to show its participating databases.

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## Přehled zapojených databází a portálů



An official website of the United States government [Here's how you know](#) ▾



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**Translator**



Czech Rep.

### CZECH REP.

[Digital Library of the Academy of Sciences of the Czech Republic](#)

[Czech National Repository of Grey Literature](#)

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- 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.

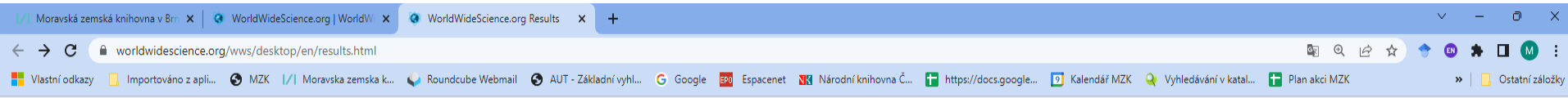
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## Další služby

- Použitelnost na mobilních zařízeních.
- Nastavení alertů.
- Překlad výsledků do 10 jazyků.  
(Vybrat preferovaný jazyk před vyhledáváním,  
po vyhledání záznamů spustit překlad).

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## Вýsledky - zpřesnění



An official website of the United States government [Here's how you know](#)



[Home](#) [Advanced Search](#) [About WorldWideScience](#) [Help](#)

"guerrilla marketing" [Options](#) [Search](#)

[New Search](#) [About](#) [Sign In](#)

### Search Summary

661 top results from 220198  
found in all sources

Search: "guerrilla marketing"

*Did you mean [guerrilla marketing](#)?*

[Create new alert from this search](#)

[Translate Results to English](#)



[101 of 101 sources complete](#)

[Topics](#) [Visual](#)

Papers (626) [Data/Software \(35\)](#) [Public Access \(14\)](#)

Results 1 - 10 of 626 Sort by: Rank Limit to: All Collections (626) [«](#) [«](#) [1](#) [2](#) [3](#) [4](#) [5](#) [»](#) [»](#)

[Guerrilla marketing](#)

★★★★★

[OpenAIRE](#)

2022-11-02

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.

[Marketing de guerrilha](#)

★★★★★

[OpenAIRE \(Portuguese\)](#)

*Radfahrer, Luli*

2022-07-22

[Партизанский маркетинг](#)

★★★★★

Navigation sidebar with a red arrow pointing to the 'Public Access' filter:

- Papers** (626)
- Date Range Picker
- Clusters
- Sort by: # of Results
- Refine by:
  - Topics
    - Research (74)
    - Guerrilla Mark... (57)
    - Marketing St... (51)
    - Product (45)
    - Партизанск... (35)
    - More...
  - Authors
    - Jan O... (14)

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## Možnost zpřesnění výsledků pomocí grafiky

Moravská zemská knihovna v Brně | WorldWideScience.org | WorldWideScience.org Results

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

Home Advanced Search About WorldWideScience Help

"guerrilla marketing" Options Search

New Search About Sign In

Search Summary  
661 top results from 220198 found in all sources

Search: "guerrilla marketing"  
*Did you mean [guerrilla marketing?](#)*  
[Create new alert from this search](#)

Translate Results to English

(7) [Icons]

101 of 101 sources complete

Topic Visual

Papers (145) Data/Software (35) Public Access (14)

Results 1 - 10 of 142 Sort by: Rank Limit to: All Collections (145)

[Guerrilla marketing](#)  
★★★★★  
OpenAIRE  
2022-11-02  
ООО «Издательство УМЦ УПИ»  
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[The weapons of guerrilla marketing](#)  
★★★★★  
Science.gov (United States)  
Levinson, J C  
1997-01-01 PubMed  
Volume: 7 Issue: 3

[Winning profits with guerrilla marketing](#)  
★★★★★  
Science.gov (United States)  
Levinson, J C  
1997-01-01 PubMed  
Volume: 7 Issue: 2

Topic	Count
Brand	24
Techniques	30
Marketing Strategies	40
Process	19
Traditional Marketing	19
Guerrilla Marketing	16
Creative	5
Advertising	7
Competition	8
Consumer Behavior	4
Brand Image	5
Social Media	14
Marketing Methods	13
Success	9
Process Models	8
Industry	5

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## Výběr výsledků k exportu

The screenshot shows the search results page for "guerrilla marketing" on WorldWideScience.org. The search bar at the top contains the query "guerrilla marketing" and a search button. Below the search bar, there is a "Search Summary" box indicating 661 top results from 220198 sources. A "Translate Results to English" button is visible. A red box highlights the "(10)" icon in the top right corner, which represents the number of selected results. Two red arrows point from the "10" icon to the "Guerrilla marketing" and "The weapons of guerrilla marketing." entries in the results list. The results list includes entries with checkboxes, star ratings, and publication details. The left sidebar contains filters for Topics, Date Range Picker, Clusters, and Refine by.

Search: "guerrilla marketing"  
Did you mean *guerrilla marketing*?  
[Create new alert from this search](#)

Search Summary  
661 top results from 220198 found in all sources

Translate Results to English (10) [trash] [print] [email] [tools] [info]

101 of 101 sources complete

Papers (145) Data/Software (35) Public Access (14)

Results 1 - 10 of 142 Sort by: Rank Limit to: All Collections (145) « « 1 2 3 4 5 » »

- [Guerrilla marketing](#)  
★★★★★  
OpenAIRE  
2022-11-02  
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 потребителей, на помощь приходит так называемый «партизанский» маркетинг.
- [The weapons of guerrilla marketing.](#)  
★★★★★  
Science.gov (United States)  
Levinson, J C  
1997-01-01 PubMed  
Volume: 7 Issue: 3
- [Winning profits with guerrilla marketing.](#)  
★★★★★  
Science.gov (United States)  
Levinson, J C  
1997-01-01 PubMed  
Volume: 7 Issue: 2
- [Guerrilla marketing for high-tech start-ups](#)  
★★★★★

Topics: English (145)  
Date Range Picker  
Clusters  
Sort by: # of Results  
Refine by:  
Topics:  
Marketing Strat... (40)  
Techniques (30)  
Brand (24)  
Process (19)  
Traditional Mar... (19)  
More...  
Authors:  
Levinson J.C. (7)  
Levinson, J C (5)  
More...  
Publications:  
Revolution (7)  
PubMed (5)



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## Práce s vybranými výsledky

WorldWideScience.org  
The Global Science Gateway

Home Advanced Search About WorldWideScience Help

"guerrilla marketing" Options Search

New Search About Sign In

My Library Back to the search results

Reference Management

Download as a text file in RIS format.

MENDELEY  
zotero  
ProQuest RefWorks  
EndNote Web

Results 1 - 7 of 7

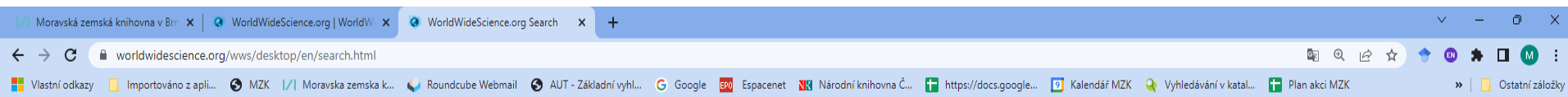
Guerrilla marketing  
★★★★★  
OpenAIRE  
2022-11-02  
ООО «Издательство УМЦ УПИИ»  
Ни для кого не секрет, что мировая экономика переживает не самые легкие времена. Сегодня компании не могут себе позволить тратить миллионы на рекламу и продвижение своих товаров. В этом случае, для привлечения бесценного внимания потребителя, на помощь приходит так называемый «партизанский» маркетинг.

Guerrilla marketing  
★★★★★  
Czech National Repository of Grey Literature  
BLAŽKOVÁ, Lenka  
The aim of the thesis was to identify used types of Guerilla marketing in Czech market on the basis of theoretical material and its practical application in the Czech Republic and to suggest options for a

(7) [Share] [Trash] [Print] [Email] [Settings] [Info]

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## Pokročilé vyhledávání



Home **Advanced Search** About WorldWideScience Help

Enter Search Terms below, then select Language and Databases.

**Full Record**

**Title**

**Author**

**Date Range**

From  To

Limit to Available Full-Text

**Preferred Language**

العربية  Deutsch  English  Español  Français  日本語  한국어  Português  Русский  中文

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**AMPLIFY**

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 \(United Kingdom\)](#)
- [CDC Stacks](#)
- [CERN Document Server](#)

Multilingual Sources

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

Multimedia Sources

- [Centers for Disease Control \(CDC\) Podcasts](#)
- [CERN Multimedia](#)
- [Medline Plus](#)
- [NASA Video Gallery](#)
- [National Science Foundation](#)
- [ScienceCinema](#)
- [TIB AV-Portal](#)
- [Data and Software Sources](#)

Lze vybrat zdroje k prohledání.

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## Nastavení výsledků (záznamů)

The image shows a screenshot of the WorldWideScience.org website. The search query is "guerilla marketing". The search results show 386 papers. A "User Preferences" dialog box is open, showing the following settings:

- Results Per Page: 100 (selected from a dropdown menu with options 10, 15, 20, 25, 50, 100)
- Sort results by: Rank (selected from a dropdown menu)
- Results links in:  Same tab  Duplicate results:
- Include  Do not include
- Include unranked results:  Include  Do not include
- Preferred language: English

At the bottom of the dialog are "Cancel" and "Save" buttons. A red arrow points from a gear icon in the top right corner of the page to the "User Preferences" dialog box.

# Kontakt

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