

WorldWideScience.org

<https://worldwidescience.org/>

Poslední aktualizace: 4. 3. 2022

WorldWideScience.org

<https://worldwidescience.org/>

The screenshot shows the WorldWideScience.org website. The browser's address bar displays "worldwidescience.org". The main banner features a globe with binary code and the text "WORLDWIDESCIENCE.ORG The Global Science Gateway". The navigation menu includes links for Home, About, News, Advanced Search, Mobile, Contact Us, Site Map, and Help. The "Advanced Search" and "Help" links are circled in red. Below the navigation menu is a search bar with the text "guerilla marketing" and a "Search" button. A note below the search bar states: "Enter Search Term(s) in your language To select specific databases, use Advanced Search". Below the search bar is a section for "Multilingual Translations Searching - Select your language:" with radio buttons for various languages: العربية, 中文, Deutsch, English, Español, Français, 日本語, 한국어, Português, and Русский. The "English" radio button is selected. To the right of the language selection is a "Translator" link. At the bottom of the page is a world map and an "INTERACTIVE MAP" section with the text: "Click on region to zoom in on participating countries."

WorldWideScience

worldwidescience.org

Nejnavštěvovanější Jak začít AUT - Úplné zobrazení... Directory of open acce... Galerie oblastí Web Slice Google Scholar Hotmail How to Write A Paper i... MENDELU MetaLib_ - Snadné hle...

WORLDWIDESCIENCE.ORG
The Global Science Gateway

Home • About • News • **Advanced Search** • Mobile • Contact Us • Site Map • **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 中文 Deutsch English Español Français 日本語 한국어 Português Русский

Translations powered by Microsoft Translator

INTERACTIVE MAP

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

Enabling Science and Innovation
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

Search Summary

Search: "guerrilla marketing"

Create new alert from this search

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)

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

Вýběр výsledků k exportu (pouze celé strany výsledků)

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

Vybrat 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 Web [Share icon]

Two search results are shown:

Результат 1:

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

Результат 2:

- Guerrilla marketing [Link]
- ★★★★★ [HTML icon]
- OpenAIRE [Link]
- 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 бизнеса...

A red arrow points from the "(10)" button to the "Download as a text file in RIS format" option.

WorldWideScience.org

Pokročilé vyhledávání



Enter Search Terms below, then select Language and Databases.

Full Record

Title

"environmental accounting"

Author

Date Range

From 2010 To 2021

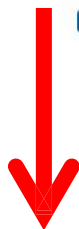
Preferred Language

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

Translations powered by Microsoft Translator

Clear Search

Deep Web TECHNOLOGIES



- ☒ 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 "User Preferences" dialog box is open, allowing users to customize their search results. A red box highlights the "Results Per Page" dropdown menu, which is currently set to 100. A red arrow points from the settings icon in the top right of the page to the dialog box.

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**

Search Summary
506 top results from 167688 found in all sources

Topics **Visual**

Papers (477)

Date Range Picker ▲

Clusters ▼

Sort by: # of Results ▾

Refine by:

▼ **Topics**

- ▲ Advertising (53)
- ▲ Guerilla Mark... (44)
- ▲ Marketing Co... (40)
- ▲ Marketing Str... (39)

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

Kontakt

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