

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 13. února 2023

DiVA

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

- Vyhledávací nástroj a repozitář umožňující přístup k výzkumným publikacím a vysokoškolským pracím z 50 univerzit a výzkumných institucí ze Švédska.
- Při vyhledávání lze použít hvězdičku pro pravostranné rozšíření a oboustranné horní uvozovky pro frázi.

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Google (5344) Roundcube V Simple search PQ Jednoduché hledání PQ Is the Nutrition Facts Nová karta

Nezabezpečeno | diva-portal.org/smash/search.jsf?dswid=-3442

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

Výsledky

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

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

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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

Document type

Full-text in DiVA (403)

Full-text not available in DiVA (158)

Publication type

Student thesis (420)

Article in journal (64)

Conference paper (41)

Chapter in book (14)

Doctoral thesis, monograph (5)

Show more

Subcategory

Published paper (27)

Oral presentation with published abstract (8)

Oral presentation only (5)

Cite Export | 1 2 3 4 5 6 7 | 1 - 50 of 561 | Link to result list

Rows per page 50 | Sort Author A-Ö | Title A-Ö

Select | all on this page | 250 onwards | Clear selection

☐ 1. ▶ Agerup, Ulf

Accessible luxury fashion brand building via fat discrimination

2018

In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16

Article in journal (Refereed) ▶ Abstract [en]

Publisher's full text

☐ 2. ▶ Agerup, Ulf

Intermediate Luxury Fashion: Brand Building via Fat Discrimination

2016

In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing , 2016, p. 23-28

Conference paper (Refereed) ▶ Abstract [en]

☐ 3. ▶ Agerup, Ulf

DiVA

Stahování seznamu vybraných záznamů

The screenshot shows the DiVA (Digitala Vetenskapliga Arkivet) search results page. The browser's address bar displays the URL: `diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...`. The page header includes the DiVA logo and the text "Digitala Vetenskapliga Arkivet". Below the header, there are tabs for "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The "Simple search" tab is active, and the search results are displayed for the query "marketing+fashion".

The search results are shown in a table format. The first two results are highlighted with a red box around the "Cite Export" button. The first result is by Agerup, Ulf, titled "Accessible luxury fashion brand building via fat discrimination", published in 2018. The second result is also by Agerup, Ulf, titled "Intermediate Luxury Fashion: Brand Building via Fat Discrimination", published in 2016. The third result is partially visible and is also by Agerup, Ulf.

The left sidebar contains filters for "Document type" (Full-text in DiVA (403), Full-text not available in DiVA (158)), "Publication type" (Student thesis (420), Article in journal (64), Conference paper (41), Chapter in book (14), Doctoral thesis, monograph (5)), and "Subcategory" (Published paper (27), Oral presentation with published abstract (8), Oral presentation only (5)).

The right sidebar shows the "Refine search result" section, which includes the "Cite Export" button (highlighted with a red box), the "Rows per page" dropdown (set to 50), the "Sort" dropdown (set to Author A-Ö), and the "Title A-Ö" dropdown. The "Select" section shows "all on this page", "250 onwards", and "Clear selection" buttons. The "Selected: 2" status is displayed.

The bottom of the page shows the "Show more" button and the "Subcategory" section.

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Výběr formátu pro export vybraných záznamů

OpenGrey | Google | DiVA - Search result

Nezabezpečeno | diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...

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

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

Document type
Full-text in DiVA (403)
Full-text not available in DiVA (158)

Publication type
Student thesis (420)
Article in journal (64)
Conference paper (41)
Chapter in book (14)
Doctoral thesis, monograph (5)
Show more

Subcategory
Published paper (27)
Oral presentation with published abstract (8)
Oral presentation only (5)

Export

- BibTex
- CSL-JSON
- CSV 1
- ☒ CSV 2
- CSV 3
- CSV 4
- CSV 5
- CSV all metadata
- CSV all metadata version 2
- RIS
- ☒ Mods
- MARC-XML
- ETDMS

1 2 3 4 5 6 7 | 1 - 50 of 561 | Link to result list

Sort Author A-Ö | Title A-Ö

250 onwards | Clear selection | ? | Selected: 2

on brand building via fat discrimination

Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p.

Abstract [en]

hion: Brand Building via Fat Discrimination

ference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing, 2016, p. 23-28

Abstract [en]

3. Agerup, Ulf

www.diva-portal.org/smash/references?referenceFormat=BIBTEX&pids=[diva2:1270836, diva2:944292]&fileName=export.txt

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Záznam

OpenGrey x Google x What do consumers say? : Explor x +

Nezabezpečeno | diva-portal.org/smash/record.jsf?dsid=7491&pid=diva2%3A1372010&c=3&searchType=SIMPLE&language=en&que...

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DiVA Digitala Vetenskapliga Arkivet

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

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Change search

Simple search Result list (marketing fashion) Full-text in DiVA What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

Cite Export 1 2 3 4 5 6 7 3 of 403 Link to record Share

<<Back to result list

What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

- Acharya, Anjali
University of Borås, Faculty of Textiles, Engineering and Business.
- Ristimäki, Lycke
University of Borås, Faculty of Textiles, Engineering and Business.

2019 (English)
Independent thesis Advanced level (degree of Master (Two Years)), 20 credits / 30 HE credits

Student thesis

Abstract [en]
Fashion advertising has long been repudiated for fostering narrow and stereotypical imagery of women. Today consumers demand advertisements to be inclusive and real in their portrayals. As a result, there is an increasingly visible marketing phenomenon, called Femvertising, which merges the feministic ideology of empowerment and liberty with brand image and sales. The purpose of the study is to explore consumers' opinions about femvertising by fashion brands. Within this, the thesis seeks to explore how consumers feel about these advertisements and the outcome they perceive these to have. Through snowballed sampling focused on reaching diverse people connected via social media, a wide array of thoughts and perspectives on femvertising is sought to fulfill the purpose.

Open Access in DiVA
fulltext(1644 kB) 845 downloads

By organisation
Faculty of Textiles, Engineering and Business

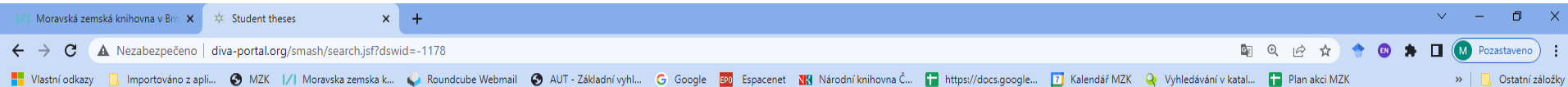
On the subject
Economics and Business

Search outside of DiVA
Google
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120

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Pokročilé vyhledávání VŠKP



Simple search

Advanced search -
Research publications

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Statistics

English Svenska Norsk

Free text

financial literacy

- AND -

OR

NOT

Search

Limit the search further

Full text

☒ Only documents with full text in DiVA

Publishing year

From 2016 To 2022

Organisation(id)

-

Category(id)

Browse

Thesis level

-

Artistic work

-

External cooperation

-

Search

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