

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 25. dubna 2022

DiVA

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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

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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 shows the URL: `diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...`. The page title is "Digitala Vetenskapliga Arkivet". Below the title, there are four tabs: "Simple search", "Advanced search - Research publications", "Advanced search - Student theses", and "Statistics". The "Simple search" tab is selected. Below the tabs, there is a search bar with the text "Change search". The search results are displayed in a table. The table has a header row with "Refine search result", "Cite", "Export", and "1 - 50 of 561". The "Cite" and "Export" buttons are highlighted with a red box. Below the header, there are two columns of results. The first column lists document types and publication types. The second column lists the search results, including the author, title, year, and journal information. The first result is "Accessible luxury fashion brand building via fat discrimination" by Agerup, Ulf, 2018. The second result is "Intermediate Luxury Fashion: Brand Building via Fat Discrimination" by Agerup, Ulf, 2016. The third result is partially visible and is "Agerup, Ulf".

OpenGrey x Google x DiVA - Search result x +

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

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

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Select all on this page 250 onwards Clear selection ? Selected: 2

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Conference paper (Refereed)
Abstract [en]

3. Agerup, Ulf

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Výběr formátu pro export vybraných záznamů

OpenGrey | Google | DiVA - Search result

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

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

English Svenska Norsk

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Simple search | Result list (marketing fashion)

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- Oral presentation with published abstract (8)
- Oral presentation only (5)

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- BibTex
- CSL-JSON
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- ☒ 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]

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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

DiVA

Záznam

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

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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.

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Browse by Country and Region

Countries by Region (1769)

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- 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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Any Country Any Software Any Repository Type Sort by number of recs Search

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

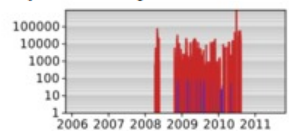
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RSS 1.0 Atom RSS 2.0

Search Content Graphical analysis

1.  Hispana

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☐ Open and Linked Data



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