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Viktor Janouch

Information Technology Law in the Czech Republic Radim Polčák, Jakub Harašta, Pavel Koukal, Tereza Kyselovská, Pavel Loutocký, Matěj Myška, Michal Petr, Tomáš Gřivna, Josef Donát, Tomáš Ščerba, Miroslav Uříčar, 2023-06-20 Derived from the renowned multi-volume International Encyclopaedia of Laws, this practical guide to information technology law – the law affecting information and communication technology (ICT) – in the Czech Republic covers every aspect of the subject, including the regulation of digital markets, intellectual property rights in the digital context, relevant competition rules, drafting and negotiating ICT-related contracts, electronic transactions, and cybercrime. Lawyers who handle transnational matters will appreciate the detailed explanation of specific characteristics of practice and procedure. Following a general introduction, the monograph assembles its information and guidance in six main areas of practice: (1) the regulatory framework of digital markets, including legal aspects of standardization, international private law applied to the online context, telecommunications law, regulation of audio-visual services and online commercial platforms; (2) online public services including e-government, e-health and online voting; (3) contract law with regard to software, hardware, networks and related services, with special attention to case law in this area, rules with regard to electronic evidence, regulation of electronic signatures, online financial services and electronic commerce; (4) software protection, legal protection of databases or chips, and other intellectual property matters; (5) the legal framework regarding cybersecurity and (6) the application of criminal procedure and substantive criminal law in the area of cybercrime. Its succinct yet scholarly nature, as well as the practical quality of the information it provides, make this monograph a valuable time-saving tool for business and legal professionals alike. Lawyers representing parties with interests in the Czech Republic will welcome this very useful guide, and

academics and researchers will appreciate its value in the study of comparative law in this relatively new and challenging field.

Positive and Negative Aspects of Outsourcing Mario Franco, 2018-03-21 Outsourcing has been seen as a phenomenon allowing competitive advantages for organizations, but some studies do not include the causes and consequences of this particular strategy. Consequently, the objective of this book is to fill this gap by combining several studies from different perspectives. The various chapters presented here follow several approaches, which researchers explore in different contexts. This book intends, therefore, to add to the body of knowledge about outsourcing. Furthermore, it shows how the outsourcing strategy can stimulate organizations' development in various countries and regions worldwide.

After the Damages Directive Andrea Biondi, Gabriella Muscolo, Renato Nazzini, 2022-01-11 International Competition Law Series [ICLS], Volume 89 Designed to deter anticompetitive conduct and to ensure full compensation for loss and damage caused by competition infringements, the Antitrust Damages Directive has become a crucial factor in companies' risk management planning. This first book of its kind offers a comparative overview, practical and authoritative, of the implementation and application of private enforcement rules in each EU Member State as well as in the post-Brexit United Kingdom, covering legislation and case law to date. For leading jurisdictions where practice is already well developed, there are more detailed chapters, with perspectives of judges, competition authorities, practitioners, and economists. The contributors – all experts in the use of EU competition law in their respective jurisdictions – cover the provisions of the Directive in detail, including the following: requirement of full compensation; rules preventing overcompensation; court's power to estimate damages that cannot be precisely quantified; joint and several liability for

infringing undertakings; coordination between public and private enforcement; provisions related to passing-on; certain rules on admissibility of evidence; rules on limitation periods; and consensual dispute resolution. In its detailed explanations of shared best practices and its highlighting of opportunities for convergence, the book provides much-needed insight into judicial practice and thinking, the economic approaches and strategies relevant to damages, and the coordination between public and private enforcement. These expert views will prove invaluable for practitioners wishing to see how the law and practice might evolve in their own jurisdictions, as well as into the problems that have arisen or might arise in the future.

eMarketing Raymond Frost, Alexa K. Fox, Terry Daugherty, 2022-11-15 eMarketing, 9th edition, equips students with the solid foundation in digital marketing required to excel in practice and think like a marketer. The book connects digital marketing topics with the traditional marketing framework, making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan. With a strategic approach that focuses on performance metrics and monitoring, it is a highly practical book. The 9th edition has been fully updated to include the most cutting-edge trends and topics, including SEO, customer experience, digital media consumption, analytics, big data and AI, and diversity and ethics. Case studies and examples have been updated across the book to demonstrate marketing practice in real organizations globally. Pedagogical features support the theoretical foundation throughout, incorporating success stories and let's get technical boxes, as well as activities at the end of each chapter, to aid students in their understanding of, and ability to execute, successful digital marketing strategies. Highly regarded and comprehensive, this textbook is core reading for undergraduate students studying digital marketing and digital business. Online resources include PowerPoint slides and a test bank.

E-marketing Raymond D. Frost, Judy Strauss, 2016-06-03 For courses in Internet Marketing or E-marketing This book teaches marketers how to engage and listen to buyers, and how to use what they learn to improve their offerings in today's Internet- and social media-driven marketing environment. It brings traditional marketing coverage up-to-date with a thorough, incisive look at e-marketing planning and marketing mix tactics from a strategic and tactical perspective. The focus is on the Internet and other technologies that have had a profound effect on how marketing is approached today. Included is coverage of marketing planning; legal and global environments; e-marketing strategy; and marketing mix and customer relationship management strategy and implementation issues. A major revision, this seventh edition reflects the disruption to the marketing field brought about by social media. As such it covers many new topics that represent the changes in e-marketing practice in the past two years. Because of the ever-changing landscape of the Internet, the authors suggest reading this book, studying the material, and then going online to learn more about topics of interest. Features: Better understanding of new concepts in today's electronic marketplace is accomplished as the book puts that new terminology into traditional marketing frameworks. Readers are encouraged to exercise critical thinking and attention to their own online behavior in order to better understanding the e-marketer's perspective, strategies, and tactics-to think like a marketer. Although the focus is on e-marketing in the United States, readers also see a global perspective in the coverage of market developments in both emerging and developed nations. An entire chapter devoted to law and ethics, and contributed by a practicing attorney, updates readers on the latest changes in this critical area. Readers are guided in learning a number of e-marketing concepts with the help of some outstanding pedagogical features: -Marketing concept grounding helps readers make the connection between tradition and today. Material in each chapter

is structured around a principle of marketing framework, followed by a look at how the internet has changed the structure or practice, providing an ideal bridge from previously learned material. - Learning objectives set the pace and the goals for the material in each chapter. -Best practices from real companies tell success stories, including new examples of firms doing it right. -Graphical frameworks serve as unique e-marketing visual models illustrating how each chapter fits among others. -Chapter summaries help readers review and refresh the material covered. -Key terms are identified in bold text within the chapter to alert readers to their importance. -Review and discussion questions are another device to be used for refreshing readers' understanding of the material in the chapter. -Web activities at the end of each chapter help readers become further involved in the content. -This revision reflects the disruption to the marketing field based on social media. A major revision from the sixth edition, it includes many new topics, as dictated by changes in e-marketing practice in the past two years. -Three important Appendices include internet adoption statistics, a thorough glossary, and book references. NEW. Students get a broader look at social media as it is now integrated throughout the book, instead of confined to one chapter. NEW. A look at new business models continues and strengthens the approach of learning from real life examples. Added and described in detail are such models as social commerce (and Facebook commerce), mobile commerce and mobile marketing, social CRM, crowdsourcing, and many important but less pervasive models such as crowdfunding, freemium, and flash sales. NEW. Chapters 12, 13 and 14 were completely rewritten to reflect the move from traditional marketing communication tools to the way practitioners currently describe IMC online: owned, paid and earned media. NEW. Readers see examples of many new and interesting technologies that are today providing marketing opportunities, both in the Web 2.0 and 3.0 sections. NEW. The chapter-opening vignettes continue to play an important role in illustrating

key points. Two new vignettes and new discussion questions about each chapter opening vignette are included. NEW. Included are many new images in every chapter, plus updated “Let’s Get Technical” boxes. NEW. Other chapter-specific additions that further enhance understanding of the concepts include: -More social media performance metrics (Ch. 2) -“Big data” and social media content analysis (Ch. 6) -New consumer behavior theory and “online giving” as a new exchange activity (Ch. 7) -Social media for brand building (Ch. 9) -App pricing and web page pricing tactics (Ch. 10)

Jak vytvořit úspěšný a výdělečný internetový obchod Miroslav Sedlák, Petra Mikulášková, 2015-01-01 Česká republika je e-shopová velmoc. Máme nejvíce internetových obchodů na jednoho obyvatele v Evropě. A přesto drtivá většina z nich pouze přežívá. Proč? Majitelé často nemají ponětí, na čem stavět provoz ani propagaci. Komplexní zkušenosti od znalých obchodníků – autorů této publikace – vám odhalí principy provozu internetového obchodu tak, aby se váš e-shop nestal dalším v řadě, co jen přežívá. V tomto skutečně podrobném a především praktickém průvodci se dozvíte, jaké možnosti můžete pro svůj budoucí e-shop použít, porozumíte slovníku marketingových agentur, poznáte, jak mohou zákazníci za své zboží platit či co obnáší provoz kamenné prodejny. Autoři nezapomněli ani na právní stránku podnikání, povinnosti v případě reklamačního řízení či obchodní podmínky. V závěru knihy pak najdete užitečné odkazy na další zdroje informací a slovníček nejdůležitějších pojmů. Co v této publikaci určitě nepřehlédnete? - Popis technických řešení, na kterých fungují dnešní e-shopy- Jak stanovit ceny pro zboží, které chcete prodávat na e-shopu- Způsoby, jak dnes můžete váš e-shop propagovat- Úskalí pracovního dne, který vás čeká, když provozujete e-shop- Na co si dát pozor, když u vás zákazník reklamuje zboží- Jak vést podnikatelskou činnost tak, aby byla papírově v pořádku O autorech: Petra Mikulášková provozuje vlastní e-shop Palelo.cz a zajišťuje marketingovou i administrační podporu pro jiné e-shopy. Zabývá se

zejména prací se srovnávači zboží. O její činnosti se dozvíte na www.petramikulaskova.cz. E-shopům rozumí komplexně, proto vždy dokáže najít doporučení či tip, na koho se s problémem případně obrátit. Je autorkou 99 tipů pro e-shopy (www.99tipu.cz) a komplexního Eshopkurzu pro provozovatele e-shopů (www.Eshopkurz.cz). Miroslav Sedlák se zabývá tvorbou webových stránek na míru, podílel se na tvorbě mnoha e-shopů a pro spoustu z nich zajišťuje technické zázemí. O jeho činnosti se dozvíte na www.mireksedlak.cz. Pro všechny projekty Petry Mikuláškové zajišťuje technické zázemí.

E-marketing Raymond Frost, Alexa K. Fox, Judy Strauss, 2018-10-08 E-Marketing is the most comprehensive book on digital marketing, covering all the topics students need to understand to think like a marketer. The book connects digital marketing topics to the traditional marketing framework, making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan. With a strategic approach that focuses on performance metrics and monitoring, it is a highly practical book. The authors recognize that the digital landscape is constantly and rapidly changing, and the book is structured to encourage students to explore the digital space, and to think critically about their own online behavior. Success stories, trend impact, and let's get technical boxes, as well as online activities at the end of each chapter provide undergraduate students with everything they need to be successful in creating and executing a winning digital marketing strategy.

333 tipů a triků pro SEO Michal Kubíček, Jan Linhart, 2013-01-01 Objevte tajemství optimalizace pro vyhledávače a propagace vašeho webu na Internetu! Už nemusíte číst spoustu stránek teorie nebo složitě hledat kusé informace na Internetu, v této knize najdete stručné a konkrétní informace. Zkušené odborníci v knize odhalují tajemství, jak dosáhnout úspěchu v propagaci webu na Internetu, a to formou krátkých článků, které konkrétně odpoví na všechny vaše dotazy nejen ohledně SEO. Sbírka

těch nejlepších postupů optimalizace a propagace webů vám pomůže, kdykoliv si nebudete vědět rady, a zároveň vás seznámí s důmyslnými postupy profesionálů. Autoři v knize představí mimo jiné: - Jak vybrat vhodná klíčová slova a kam je umístit - Jak vytvořit mapu webu a k čemu slouží - Jak vybrat správnou doménu či jak na přesměrování - Jak optimalizovat obrázky nebo soubory PDF - Jaké odkazy vedou na moje stránky a jak získat zpětné odkazy - Jak se vyhnout penalizaci ze strany vyhledávačů - Jak dostat zboží ze svého e-shopu do vyhledávače zboží - Jak optimalizovat pro sociální sítě a jak na linkovací služby - Jak zpropagovat web v diskuzích, na blogu nebo PR články - Jak sledovat a měřit návštěvnost webu Ke knize je příloha, určená k samostatnému stažení, obsahující zdrojové kódy k tipům a trikům z knihy, odkazy na služby a programy uvedené v knize a řadu užitečných programů a skriptů popisovaných v tipech a tricích. O autorech: Michal Kubiček je autorem knihy Velký průvodce SEO a přednáší webmasterům a firmám u nás i v zahraničí o internetovém marketingu. Vlastní společnost PRONETmedia spravující weby a e-shopy více než 100 firem z celé Evropy. Jeho blog najdete na www.michalkubicek.cz. Jan Linhart spravuje internetové kampaně více než 50 společnostem z celého světa. Od roku 2005 nabízí své služby pod hlavičkou Linhart.name především v oblasti linkbuildingu a linkbaitingu.

Copywriting Michaela Hornáková, 2015-01-01 Jste copywritery, tvůrci či správci webových stránek, marketingovými či produktovými manažery a ve své práci potřebujete vytvářet profesionální texty, které prodávají? Pak jste na správné adrese. Praktický průvodce vás naučí tvorbě textů ve všech oblastech, v nichž se dnes musí každý profesionální copywriter orientovat. Zjistíte, jak vytvořit kvalitní název, nadpis, slogan, inzerát či popisný text, který upoutá pozornost zákazníka a významně pomůže prodat vaši službu či výrobek. Výklad v knize obsahuje pro větší názornost obrovské množství zcela konkrétních ukázek z praxe. Na konci každého tématu si navíc budete moci nabyté dovednosti

procvičit na praktických cvičeních. Autorka se v knize věnuje mimo jiné těmto tématům:- Analýza zákazníka a cílového publika z hlediska jeho potřeb a přání- Jak zákazníka zaujmout a vyvolat jeho zájem- Jak na úspěšnou internetovou prezentaci a e-shop- Tvorba sloganů, nadpisů, článků a popisů, které prodávají- Správná volba klíčových slov v rámci SEO- Jak na propagaci na Facebooku či Twitteru- Tvorba úspěšných PPC inzerátů i běžné novinové inzerce- Jak napsat kvalitní PR článek pro on-line i off-line média- Volba atraktivních názvů výrobků a obalůO autorce:Michaela Horňáková byla v době vydání publikace studentkou Fakulty managementu na Vysoké škole ekonomické v Jindřichově Hradci se specializací na informační technologie. Copywritingu se věnuje již řadu let. Nejvíce se zaměřuje na SEO copywriting a internetový marketing. Jako autorka získala za svou bakalářskou práci ocenění ESOP 2010.

Nebojte se počítače Navarrů Miroslav, Wals Nora Izabella, 2017-11-23 ?Řekli jste si, že konečně překonáte svůj ostych a proniknete do tajů počítače? Nebo jen potřebujete poradit s novým dotykáčem, který jste dostali místo svého tlačítkového telefonu? S tím vám tato kniha pomůže.

Mobile Web and Intelligent Information Systems Muhammad Younas, Irfan Awan, Irena Holubova, 2017-08-04 This book constitutes the refereed proceedings of the 14th International Conference on Mobile Web and Intelligent Information Systems, MobiWIS 2017, held in Prague, Czech Republic, in August 2017. The 23 full papers together with 4 short papers presented in this volume were carefully reviewed and selected from 77 submissions. The call for papers of the MobiWis 2017 included new and emerging areas such as: mobile web systems, recommender systems, security and authentication, context-awareness, mobile web and advanced applications, cloud and IoT, mobility management, mobile and wireless networks, and mobile web practice and experience.

Modern Approaches for Intelligent Information and Database Systems Andrzej Sieminski, Adrianna

Kozierkiewicz, Manuel Nunez, Quang Thuy Ha, 2018-02-23 This book offers a unique blend of reports on both theoretical models and their applications in the area of Intelligent Information and Database Systems. The reports cover a broad range of research topics, including advanced learning techniques, knowledge engineering, Natural Language Processing (NLP), decision support systems, Internet of things (IoT), computer vision, and tools and techniques for Intelligent Information Systems. They are extended versions of papers presented at the ACIIDS 2018 conference (10th Asian Conference on Intelligent Information and Database Systems), which was held in Dong Hoi City, Vietnam on 19–21 March 2018. What all researchers and students of computer science need is a state-of-the-art report on the latest trends in their respective areas of interest. Over the years, researchers have proposed increasingly complex theoretical models, which provide the theoretical basis for numerous applications. The applications, in turn, have a profound influence on virtually every aspect of human activities, while also allowing us to validate the underlying theoretical concepts.

Religious Communities and Civil Society in Europe Rupert Graf Strachwitz, 2019-08-19 The seemingly vitalizing impact of religiosity on civil society is a research topic that has been extensively looked into, not only in the USA, but increasingly also in a European context. What is missing is an evaluation of the role of institutionalized religious communities, and of circumstances that facilitate or impede their status as civil society organisations. This anthology in two volumes aims at closing this gap by providing case studies regarding political, legal and historical aspects in various European countries. Vol. I provides an introduction and looks at cases in Greece, Italy, the Netherlands, Sweden, and Bosnia and Herzegovina, as well as chapters on legal issues and data, and comprehensive bibliography.

Digital Photography for Next to Nothing John Lewell, 2011-08-26 Take photos like a pro

without breaking the bank by using FREE and nearly FREE software and hardware explained in this book. Get professional looking shots from a low-cost camera Save money by building your own lighting rigs, tripods, monopods and stabilisers for next to nothing Learn how to use older lenses on modern digital cameras, and make your own macro lens, lens hoods, flash diffusers, flash concentrators, decorative Bokeh effect lenses and more Use dozens of FREE and low cost photo applications for processing, viewing, cataloguing, editing, creating HDR, and photo stitching Build powerful photography processing and editing suites with free software and plugins that go head to head with expensive tools like Adobe Photoshop and Lightroom

Duchovní cesta mladého člověka Sára Lhotáková, 2017-09-27 „Za dobu, kterou se věnuji kartám, jsem se setkala se spoustou dotazů, které se týkaly vztahů. Hodně lidí mi píše – kdy potkají tu svou pravou lásku? Kdy se objeví v jejich životě láska? Na tuto otázku odpovídám následovně – čas je individuální. Jelikož když budete stále myslet na to, jak se cítíte sami a na to jak se vám láska vyhýbá, tak budete sami stále a tím víc se budou umocňovat pocity nespokojenosti a je to začarovaný kruh. Když se naopak zaměříte na to jak potkáte svou lásku a poznáváte svého budoucího partnera/partnerku. Je to již lepší vyhlídka, nemyslíte? ☐ Než začnete, je dobré si vyjasnit představu o vašem potencionálním partnerovi/partnerce. Kdo to má být? Jak se má chovat? Co to má být za člověka? Jak má vypadat? Zaměřte se na tu představu. Pokud chcete, aby váš budoucí partner měl rád děti a byl kulturista ☐ tak si představujte jak sdílíte svůj život s kulturistou, který vás přitahuje a máte se rádi a představujte si jej, že si rozumí s dětmi. ☐ Síla myšlenky a pocitu je až neuvěřitelná. Takto jsem si do svého života přitáhla partnery :). Podle toho jak jsem se v určité období cítila a koho jsem kolem sebe potřebovala tak jsem se na takové lidi zaměřila. A ti partneři opravdu přišli. ☐ až jsem se sama podívovala. Lidé kteří neví co chtějí a nemají jasnou představu o tom co chtějí prožívat,

budou se životem potácet a budou nejspíše věčně nespokojeni. Mám to též vyzkoušené na sobě a z praxe.“

Obecné studijní předpoklady Matěj Vitouch, Jiří Horák, Tomáš Horký, 2020-03-31 Učebnice tě připraví na Scio testy OSP! □ □ Testové strategie a triky □ Více než 600 řešených úloh □ 3 testy s vyhodnocením Kurz OSP ZDARMA □ □ K této učebnici získáš záznam z Online kurzu OSP na Scio testy. Pro zpřístupnění nahraj doklad o koupi učebnice nebo fotku účtenky na <https://oscio.cz/ucet/>. Na dvoudenním kurzu společně s lektorem projdeš všechno, co potřebuješ znát k úspěšné přípravě na přijímačky z Obecných studijních předpokladů. Zpřístupní se ti více než 17 hodin záznamu. Aplikace na trénování úloh □ Nahráním účtenky se ti také zprovozní aplikace na trénování úloh. Je dostupná pro Android i iOS a dovolí ti trénovat na testy OSP kdykoliv a kdekoliv. Najdeš v ní stovky řešených úloh z obou oddílů testu – Verbálního i Analytického. Obsahuje navíc i úlohy ze ZSV a testů TSP MUNI. Struktura učebnice □ V první části učebnice se seznámíš s tím, co testy Obecných studijních předpokladů jsou, a naučíš se strategie, jak v nich postupovat. Další část se věnuje jednotlivým oddílům testu a typům úloh. Nejdříve je vždy detailně ukázán postup, jak se dají dané úlohy řešit rychle a efektivně. Ten si pak můžeš vyzkoušet na více než šesti stech řešených příkladů. Poslední část publikace je tvořena třemi cvičnými testy. Ty strukturou i počtem úloh přesně odpovídají těm, které tě čekají u přijímaček. Díky orientační percentilové tabulce se dozvíš, jestli by tvůj výsledek stačil k přijetí na vysněnou fakultu. Věříme, že s touto učebnicí a poctivou prací můžeš dosáhnout skvělého výsledku u Scio testů, ať už je tvůj výchozí bod jakýkoliv. Nejedná se o oficiální učebnici ani kurz společnosti Scio s. r. o. Aktualizace učebnice zveřejňujeme na <https://oscio.cz/aktualizace/>. Hodně štěstí u přijímaček! □ □ □ □

Online marketing: Od webových stránek k sociálním sítím Burešová Jitka, 2022-07-15 V

ruce právě držíte ucelený návod, jak tvořit online marketingovou komunikaci a jak na internetu fungovat co nejefektivněji! Kniha představí nejen nejdůležitější instrumenty, tedy webové stránky a problematiku SEO, ale provede vás kompletní strategií v online světě, včetně komunikace na sociálních sítích.

Internetový marketing Viktor Janouch, 2014-01-01 Zvyšte profit díky SEO, sociálním sítím, Skliku či Google Adwords Chcete přilákat nové kupující na e-shop či znát efektivitu svých marketingových akcí? Potřebujete rychle rozšířit povědomí o svých webových stránkách? Zkušený lektor a vyučující vám v tomto zbrusu novém, ze 70 % přepracovaném a rozšířeném vydání bestselleru vysvětlí všechny metodické i technické aspekty úspěšné propagace na Internetu a podělí se s vámi o řadu zkušeností z marketingové praxe. Naučíte se také své internetové aktivity měřit a vyhodnocovat. Autor se věnuje mimo jiné těmto tématům:- Reklama na Internetu- Marketingová komunikace- Podpora prodeje- Public Relations- Přímý marketing- Internetové komunikační prostředky- Vyhodnocování marketingové komunikace Kniha je vhodná nejenom pro všechny pracovníky marketingových a obchodních oddělení, tvůrce, správce a majitele webových stránek, ale také pro marketingové manažery, konzultanty a asistenty. O autorovi: Viktor Janouch je konzultantem a lektorem v oblasti marketingu, především marketingu na Internetu. Je autorem českého bestselleru *Internetový marketing*, jehož druhé vydání držíte v ruce. Kromě toho napsal řadu odborných článků a několik let vyučoval na Univerzitě Pardubice, kde také získal doktorát v oboru marketingová komunikace. Věnuje se rovněž řízení projektů a je specialistou na PPC v cizích jazycích.

Diference ve spotřebním chování mužů a žen Václav Stříteský, 2015-01-01 Odborná monografie se zabývá významem pohlaví jako tradičního kritéria segmentace spotřebních trhů. Vychází z předpokladu, že mužské a ženské role nejsou neměnné a dochází k jejich pozvolným

změnám. Tyto změny mohou mít závažné dopady na marketingovou orientaci firem. Monografie se zabývá diferencemi mužů a žen pokud jde o spotřebu produktů vybraných kategorií, využívání volného a mimopracovního času, mediální chování a další polohy s marketingovým významem včetně zachycení dynamiky vývoje. Významnou část tvoří pohled na odlišnosti chování mužů a žen v internetovém prostředí, a to jak z hlediska preference sledovaných témat, tak kupního chování a postojů k nákupům na internetu. Hlavním cílem této odborné monografie je identifikovat oblasti s vyšší mírou sblížení ženských a mužských (spotřebních) rolí a současně postihnout, v jakých rovinách se naopak projevy mužů a žen stále výrazněji liší. Dílčím cílem je rámcová segmentace českých spotřebitelů podle vnímání mužských a ženských rolí a postojů k jejich rozdělení ve společnosti, včetně názoru na jejich zobrazování v reklamě. Monografie se opírá o čtyři roviny výzkumu. Data minig agenturních dat MML-TGI společnosti Median, analýzu dat projektu Netmonitor poskytnutých Sdružením pro internetový rozvoj a dvě dotazníková šetření na výběrových souborech 1 054 a 802 respondentů. Výsledky výzkumu této odborné monografie potvrzují udržování rodových stereotypů z hlediska tržních projevů mužů a žen, avšak v mnoha oblastech se projevují tendence snižování diferencí ženských a mužských rolí. Výzkum potvrzuje, že kritérium pohlaví má stále v segmentačních přístupech firem své opodstatnění, avšak zároveň upozorňuje na oblasti, kde jeho význam relativně slábne.

Soukromé a veřejné v marketingové komunikaci Radim Bačuvčík, a kol., 2012-01-01
Monografie je třetím dílem monografické řady Protipóly marketingové komunikace, která se tentokrát zaměřuje na to, jak lze ve světě marketingu a marketingové komunikace vnímat protipól soukromého a veřejného.

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