

OHLASY NA PUBLIKAČNÚ ČINNOSŤ

doc. PhDr. Radovan Bačík, PhD.

- 1 Analýza dominantných marketingových komunikačných kanálov krajského mesta PSK, procesy vnímania a hodnotenia vybranými cieľovými skupinami, s implikáciami imidžu / Radovan Bačík, Richard Fedorko ; Recenzenti Beáta Gavurová, Stanislav Szabo. - 1. vyd. - Prešov : Bookman, 2015. - 182 s. - ISBN 978-80-8165-142-7.
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