
Introduction

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Artykuł został opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej bazhum.muzhp.pl, gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

Introduction

The articles in this volume of the journal raise the issues related to transformations in marketing on the contemporary market. The aim of the publication is to present the issues in the context of marketing trends, including changing the way of building relationships, the use of information technology in relationship management, communication tools, online marketing, and the use of social media. The consequence of this objective is the structure of this journal consisting of two parts:

1. Creation and management of relations on the contemporary market.
2. Transformation of marketing in the era of technological evolution.

The authors of the publication describe the issues in a variety of ways, which contributes to the fact that the information presented may be useful to a wide audience. The results of the theoretical considerations and research are presented by different authors from numerous academic centers in Poland. Their publications have shown individual and multi-threaded approach to the issues discussed. The editors would like to thank all the authors for the articles, for making the effort, and for the preparation of original scientific papers touching on the current topics.