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Book Review:

Cultural diplomacy: arts, festivals and geopolitics edited by Milena Dragićević Šešić with Ljiljana Rogač Mijatović and Nina Mihaljinac, Belgrade: Creative Europe Desk Serbia, Ministry of Culture and Information of the Republic of Seria; Faculty of Dramatic Arts in Belgrade, Institute for Theatre, Film, Radio, and Television, 2017

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Magdalena Sobocińska (PhD) is a researcher and a lecturer at Wrocław University of Economics and Lodz Film School. She specialises in issues associated with the operation of the market of culture, marketing research, application of Internet in marketing, consumer behaviour, and marketing communications. She is an author and co-author of over 170 publications in this area published in the form of monographs ("Determinants and perspectives of development of market orientation in entities of the sphere of culture" and "Behaviours of buyers on the market of culture goods and services"), of chapters in monographs and textbooks and papers in scientific journals. She is a co-editor of 6 issues of Research Papers of Wrocław University of Economics and co-editor of the monograph "Methods of marketing research – modelling, technology, visualisation". She is a member of Board Polish Scientific Marketing Association and International Scientific Committee of "Cultural Management: Science and Education" (Logos Verlag Berlin).

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