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Journal

## [Ido Movement for Culture. Journal of Martial Arts Anthropology](#)

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Article title

### Facts and Comments AD 2017

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Content

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Abstracts

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The descriptions and assessments relate to events between December 2016 and December 2017, and to the latest literature, from 2015 to 2017. The contents cover scientific advancements and promotions in martial arts; awards and decorations; the admission of new members to the Idokan Poland Association (IPA); conferences and other important events (both scientific and the practising of martial arts). Similarly to previous volumes, these are followed by information on new publications and brief reviews of them. This article contains not only factual material, but also evaluation resulting from the selection of events and literature, as well as assessments of substance.

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Opis i ocena dotyczą zwłaszcza wydarzeń z okresu od grudnia 2015 do grudnia 2017 oraz najnowszej literatury przedmiotu z lat 2015-2017. Treść dotyczy kolejno – awansów naukowych i awansów w sztukach walki; przyznanych nagród i odznaczeń; przyjęcia nowych członków do Stowarzyszenia Idokan Polska (SIP); konferencji i innych wydarzeń ważnych (dla nauki i praktyki sztuk walki). Jak w poprzednich tomach, przedstawione są noty o nowych publikacjach z ich krótką recenzją. Jest to nie tylko faktografia, ale także wartościowanie, wynikające z doboru wydarzeń i literatury, oraz ocen merytorycznych.

Keywords

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JavaScript is turned off in your web browser. Turn it on to take full advantage of this site, then refresh the page.

Facebook Ads: the quick guide to targeting. By using Facebook Ads you're not only able to optimize your ads for conversions like purchases or registrations, but you're also allowed to add a call-to-action button to your ads. And – most importantly – you can be much more detailed with your targeting. In fact, our experience shows that the smartest and cheapest approach of all is to combine your advertising efforts with other tactics, like email marketing. That is, use Facebook ads to keep your email list fresh and growing, then seal the deal with personalized emails – such tactic can seriously lower the cost of your ads and boost your ROI. And if you get any questions on the way, don't hesitate to ask them in the comments below! IKEA advertising strategy can be analyzed from a cross-cultural point of view. This approach gives the possibility to understand how cultural differences may affect the advertising strategy of this multi-national company. IKEA, founded in Sweden in 1943 by Igvar Kamprad, is the home furniture retailer operating in 49 countries with 403 stores (August 2017) . The company is one of the most successful for its ability to localize its global target market and create advertising campaigns that vary The premise behind CNN's latest ad campaign is simple: You see an apple, but people may try to convince you that it's a banana. Trust your gut. October 23, 2017 at 08:47 AM EDT. Advertisement. The cable network launched its "Facts First" initiative on Monday morning, posting a short new ad that features only a single, unchanged visual: an apple. The voiceover then posits a situation where someone else may try to spread the rumor that it's actually a banana — an absurd determination the video implicitly links to the spreading of fake news. "They might scream banana, banana, banana, over and over again," the voiceover goes. "They might put BANANA in all caps. You might even start to believe that this is a banana. But it's not. This is an apple." Facebook generates more advertising revenue than any of its social media peers. Here we take a look at some Facebook advertising facts that may surprise you. As you consider your business' social media ad strategy, think about these 23 unforgettable facts about Facebook advertising. You just might be inspired to try something new with your next Facebook ad! 1. There are more than 2 million active advertisers on Facebook That means advertising is more consistent and competitive than ever, and ads with high quality content and appeal will rise to the top. (February 2015). 2. Over 700 million users visit Facebook on mobile each day. The number of mobile users is only growing. Even if your Facebook ad is pristine, be sure links out to your website are Barbour Christmas Ad 2017 - The Snowman and The Snowdog. Barbour's 2017 campaign is a sequel to last year's 'Gifts They'll Always Remember' ad. Imaginatively titled 'The Story Continues,' the video follows Billy, the young boy from the much loved children's animation The Snowman and The Snowdog, into his adult life. Of course, the fact that the Snowman is given a Barbour jacket as a present reminds you it's an ad, but it's touching nonetheless. Read more. Every stop and date of the Coca-Cola Christmas truck UK-wide journey. Please be respectful when making a comment and adhere to our Community Guidelines. You may not agree with our views, or other users', but please respond to them respectfully.