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Introduction

Communicating is an inalienable or even organic function of each enterprise. In order to exist on the market, an enterprise has to communicate with entities in its competitive environment. Marketing communication that is an integral tool of any marketing strategy is also one of information processes undertaken by an enterprise. Changes that are being observed in any corporate environment at present, particularly including consumer behaviour and information technologies, do influence strategic and operational marketing of enterprises, thus affecting marketing communication. Moreover, it is possible to risk stating that marketing communication is some instrument of marketing that has been experiencing the largest number of changes recently. These changes refer to both contents and form of communicated and their channels of distribution. This all results in some increased interest in the way enterprises communicate with entities of their market environment. Such communication has become an interesting and, simultaneously, important subject of scientific research undertaken.

Marketing communication is of interdisciplinary nature. It stems from the output of numerous areas and domains of science. Each of such areas and domains presents problems of marketing communication from the different point of view. At the same time, each problem significantly contributes to knowledge development in the context of marketing communication. This publication comprises eleven articles that present different aspects of contemporary marketing communication. They were written by researchers from three different scientific centres, i.e. the Department of Market and Marketing Research at the University of Economics in Katowice, the Department of Mass Media Communication and Advertisement Faculty of Arts at the Constantine the Philosopher University in Nitra (Slovakia) and Roger Williams University, Bristol, USA. The articles deal, i.a. with an issue of using the so-called new media in marketing communication including some ethical aspects of marketing communication in new media. Some attention is paid to issues of culture related determinants of marketing communication and usage of particular forms of visual arts including events, happening or performances in marketing communication. Effective application of communication understood as a marketing tool requires involvement of specialists who would be well prepared for this challenge. One of the articles presented are devoted to issues concerning didactics in the context of marketing communication. This publication does not attempt at presenting all aspects of contemporary mar-

keting communication. Nevertheless, it surely focuses readers' attention on new and up-to-date marketing communication issues, thus confirming marketing communication complexity and multi-dimensionality