

# Content

<b>Introduction</b> .....	7
<b>Part I</b>	
<b>Consumers and social exclusion problems</b>	
Chapter 1 Causes and consequences of social exclusion in Europe ( <i>Justyna Matysiewicz</i> ).....	11
Chapter 2 Level and structure of social exclusion in Europe ( <i>Agnieszka Marie</i> ) .....	25
Chapter 3 Social exclusion in European disadvantaged areas ( <i>Diana Ionita</i> ).....	48
Chapter 4 Consumer illiteracy as cause of social exclusion on financial market ( <i>Sławomir Smyczek</i> ) .....	57
Chapter 5 Appearance of consumer misbehavior on example of financial market ( <i>Agnieszka Marie &amp; Marta Grybś</i> ).....	69
<b>Part II</b>	
<b>European institutions and social exclusion</b>	
Chapter 1 European institutions actions in preventing social exclusion in Europe ( <i>Marta Grybś</i> ) .....	83
Chapter 2 Activities related to the prevention of social exclusion in the European Union ( <i>Katarzyna Greczyn</i> ).....	96
Chapter 3 Role of governments in preventing social exclusion in Europe ( <i>Agnieszka Marie &amp; Marta Grybś</i> ).....	105
<b>Part III</b>	
<b>Non-profit sector against social exclusion</b>	
Chapter 1 Social exclusions as area of non-profit organizations activity in Europe ( <i>Jakub Wolny</i> ).....	125
Chapter 2 The possible benefits for NGOs of understanding consumer decision making process of their target audience members ( <i>Judit Papp</i> & <i>Szilvia Ballagó</i> ) .....	142
Chapter 3 360° DOFIR-model for identity, image and reputation conceptual model for 2.0 era for non-profit organizations ( <i>Tom Spanjaard &amp; Martin Vonk</i> ) .....	174
Chapter 4 Brands and branding in the non-profit sector – theoretical overview and discussion ( <i>Fridrik Larsen, Ralf Wagner &amp; Alexander Hartmann</i> ) .....	189
Chapter 5 Social media activity of non-governmental organizations from the EU acting for socially excluded people ( <i>Marcin Młodożeniec &amp; Marcin Tutaj</i> )....	201

## **Part IV**

### **Preventing social exclusion models**

Chapter 1	Emerging adulthood and the professional woman ( <i>Joan Ball</i> ) .....	217
Chapter 2	Role of scholarship in response to threat of social exclusion of young people ( <i>Robert Samset</i> ) .....	231
Chapter 3	Identity and image dynamics – managing social exclusion in profitable way ( <i>Alexander Hartmann, Ralf Wagner &amp; Fridrik Larsen</i> ) .....	244
Chapter 4	Ways to activate volunteers for social activity ( <i>Boglárka Balassa &amp; Andrea Sólyom</i> ) .....	255
Chapter 5	Aspects of health preservation – what consumers think about it ( <i>Mónika Fodor, Katalin Jäckel &amp; Judit Papp</i> ).....	268