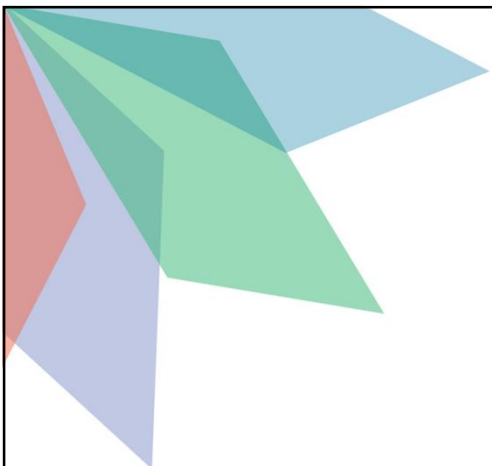




Pisanje i prezentovanje akademskog rada

Sunčica Rogić
suncica.rogic@hotmail.com



Proces pisanja rada

1

Izbor i definisanje teme

Odabir istraživačkog pitanja / hipoteze – cilj istraživanja

2

Kreiranje „kostura“ rada

Prikupljanje literature

3

Pisanje prve verzije

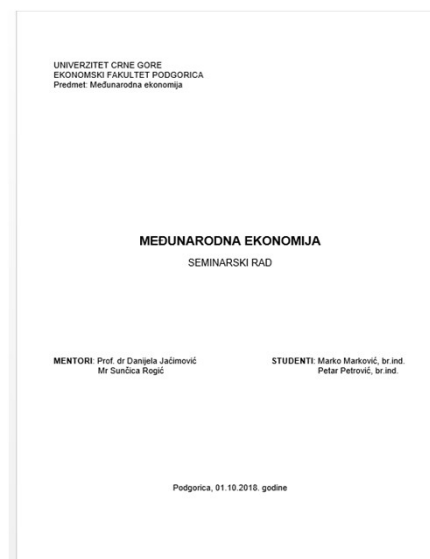
Revizija

4

Konačan sadržaj rada

Struktura rada

1. Naslovna strana
2. Apstrakt (nije obavezno)
3. Uvod
4. Razrada teme
5. Zaključak
6. Reference
7. Prilog (nije obavezno)



Smjernice za pisanje rada

01

Rad je potrebno pisati u trećem ili prvom licu množine.

02

Stranice u radu je neophodno numerisati.

03

Ukoliko se u tekstu daje tabelarni prikaz tabele je potrebno jasno i koncizno nasloviti i numerisati (npr. Tabela 1. ili Tab. 1). Slike i prilozi se takođe naslovljavaju i numerišu.

04

Izvori preuzetih tabela, slika ili drugih priloga se moraju navesti. Takođe, sve navode u tekstu koji su u originalu preuzeti ili parafrizirani iz literature i drugih izvora potrebno je citirati.

Smjernice za pisanje rada

05

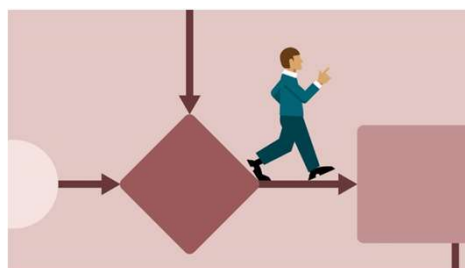
Uvod i Zaključak se najčešće pišu na kraju

06

Uvod u budućem vremenu, najavljuje strukturu rada i predmet istraživanja

07

Zaključak u prošlom vremenu, opisuje ukratko ključne djelove rada



Smjernice za pisanje rada

Istraživanjem kompanija koje su aktivni sponzori evropskog fudbala, došli smo do podatka da je kompanija Coca Cola je najaktivniji sponzor evropskog fudbala. Prikaz najaktivnijih sponzora evropskog fudbala dat je na slici koja slijedi.



© 2015 IEG, LLC. All rights reserved.

Slika br. 11: Najaktivniji sponzori evropskog fudbala

Izvor: <http://www.sponsorship.com/legisr2015/09/28/The-Most-Active-Companies-And-Categories-Sponsorin.aspx>, datum pristupa 27.07.2016.

Čak 33% najznačajnijih fudbalskih timova, klubova, liga i upravljajkih tijela, kao i nacionalni timovi Engleske, Italije, Španije, Francuske i Njemačke imaju saradnju sa kompanijom Coca Cola, navodi se u rezultatima istraživanja IEG iz 2015. godine. Na drugom mjestu nalazi se kompanija Nike, sa 22%, a prati je Adidas sa 19%.

Numeriše se

Zvanični sponzori svjetskog prvenstva u gimnastici 2015. godine bili su, između ostalih, kompanije Longines, VTB group i Mizuno¹⁹. Proizvođač satova, Longines, je već preko dvadeset pet godina zvanični partner i mjerač vremena za takmičenja iz umjetničke i ritmičke gimnastike koje organizuje Svjetska gimnastička federacija (FIG)²⁰. Dodatno, ova kompanija je kreirala Longines Nagradu za eleganciju, koja se dodjeljuje gimnastičarima koji tokom nastupa prikazuju najviše harizme, harmonije i elegancije – što su neke od bazičnih vrijednosti ove kompanije²¹. Ovaj primjer potvrđuje da je za uspjeh saradnje između događaja i kompanije neophodno pronaći adekvatnu vezu između njih. Kompanija Longines je očigledno svojim vrijednostima pronašla u gimnastici, pa se saradnja između ove dvije strane nameće kao prirodan korak.



S druge strane, konkurentna kompanija Tissot ima mnogo veći sponzorski portfolio. Svojim logotipom, koji sadrži zastavu Švajcarske, asocira na kvalitet i pouzdanost. Upravo zbog

Ne numeriš se

Smjernice za formatiranje rada

1

Rad treba da sadrži minimum 10 strana kucanog teksta (uvod, razrada teme i zaključak)

2

Papir je veličine A4

3

Font – Times New Roman 12 ili Arial 11 za osnovni tekst

4

Prored - Single

Check-list za finalnu verziju

- Gramatičke greške
- Greške u kucanju
- Nedovršene rečenice i ponavljanje riječi
- Navedene reference i u tačnom formatu
- Logičan prelaz između pasusa/naslova
- Jasan zaključak



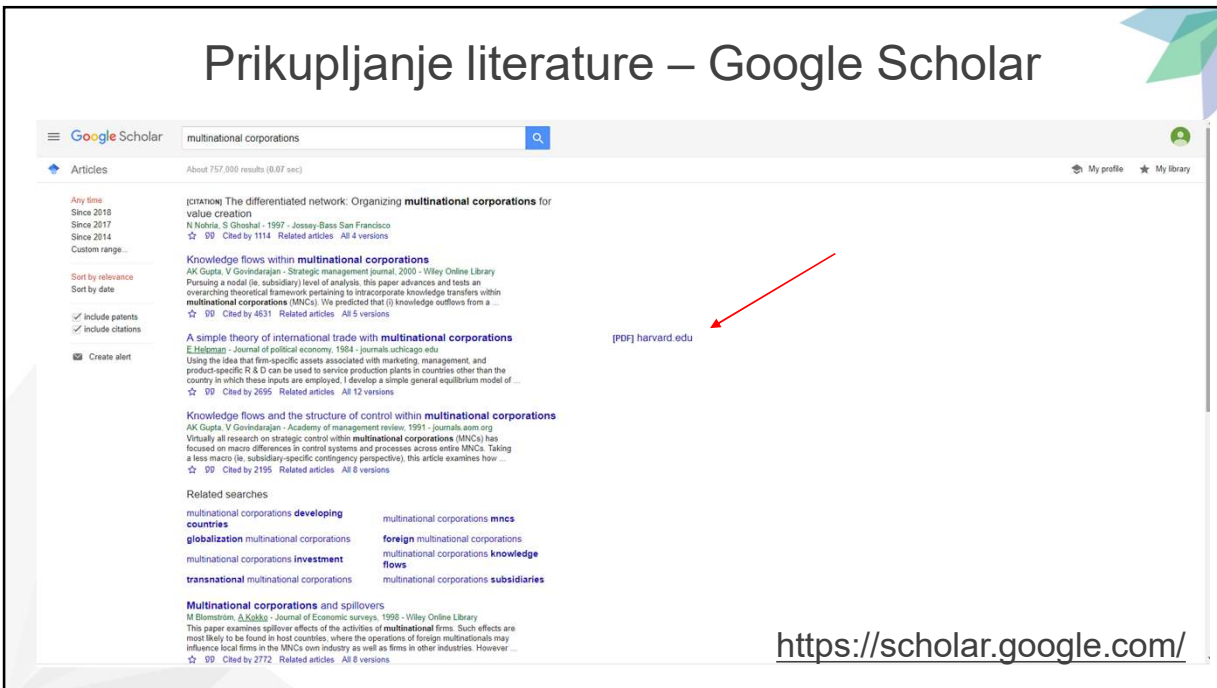
Prikupljanje literature – Virtuelna biblioteka Crne Gore

http://vbcg.vbcg.me/

Prikupljanje literature – Virtuelna biblioteka Crne Gore

Br.	Ret.	Autor	Naslov	Vrsta građe	Jezik	Godina	Dostupnost fonda	E-pristup
1	***	Grgić, Mato Blas, Vlasta	Međunarodna ekonomija	u zbirku	scr	2005	za pozajmicu - u čitavici	
2	***	Pris, Jadranko Matić, Zeljko	Međunarodna ekonomija	u zbirku	scr	2008	za pozajmicu - van biblioteke	
3	**	Krugman, Paul R. Obstfeld, Maurice	Međunarodna ekonomija : teorija i ekonomska politika	knjiga	scr	2009	za pozajmicu - van biblioteke	
4	**	Babić, Mate Babić, Anja	Međunarodna ekonomija	u zbirku	scr	2000	za pozajmicu - van biblioteke	
5	**	Babić, Mate	Međunarodna ekonomija	u zbirku	scr	1993	za pozajmicu - u čitavici	
6	**	Babić, Mate	Međunarodna ekonomija	u zbirku	scr	1989	za pozajmicu - van biblioteke	
7	**	Babić, Mate	Ekonomija : uvod u analizu i politiku	u zbirku	scr	2009	za pozajmicu - u čitavici	
8	**	Trin, Vladimir	Međunarodna ekonomija : determinante, mehanizmi i politika	u zbirku	scr	1983	za pozajmicu - van biblioteke	
9	**	Unković, Miroslav	Međunarodna ekonomija	u zbirku	scr	2005	za pozajmicu - van biblioteke	
10	**	Dunčević, Dragana M. Preljica, Zora Vidović-Rubina, Marijana	Međunarodna ekonomija	u zbirku	scr	2000	za pozajmicu - van biblioteke	
11	**	Stiglitz, Joseph E. Charlton, Andrew	Pravedna trgovina za sve	knjiga	scr	2008	za pozajmicu - u čitavici	
12	**	Plevnik, Jasna	Iza globalizacije : geopolitika međunarodnih odnosa	knjiga	scr	2003	za pozajmicu - van biblioteke	
13	**	Frank, Gerhard	Russisch für die Ausseiwirtschaft : aufbaukurs für die Sprachprüfungsausschreibung, Stufe II a, Teil 1	knjiga	scr	1975	za pozajmicu - u čitavici	
14	**	Macesich, George	Dugovi : stvarnost i mit	knjiga	scr	1987	za pozajmicu - van biblioteke	
15	**	Frank, Gerhard	Russisch für die Ausseiwirtschaft : aufbaukurs für die Sprachprüfungsausschreibung, Stufe I a	knjiga	scr	1973	za pozajmicu - van biblioteke	
16	**	Hübner, Anja	Englisch für die Ausseiwirtschaft : aufbaukurs für die Sprachprüfungsausschreibung, Stufe I a	knjiga	scr	1975	za pozajmicu - u čitavici	

Prikupljanje literature – Google Scholar



The screenshot shows the Google Scholar interface with the search term "multinational corporations". The results list several articles, including:

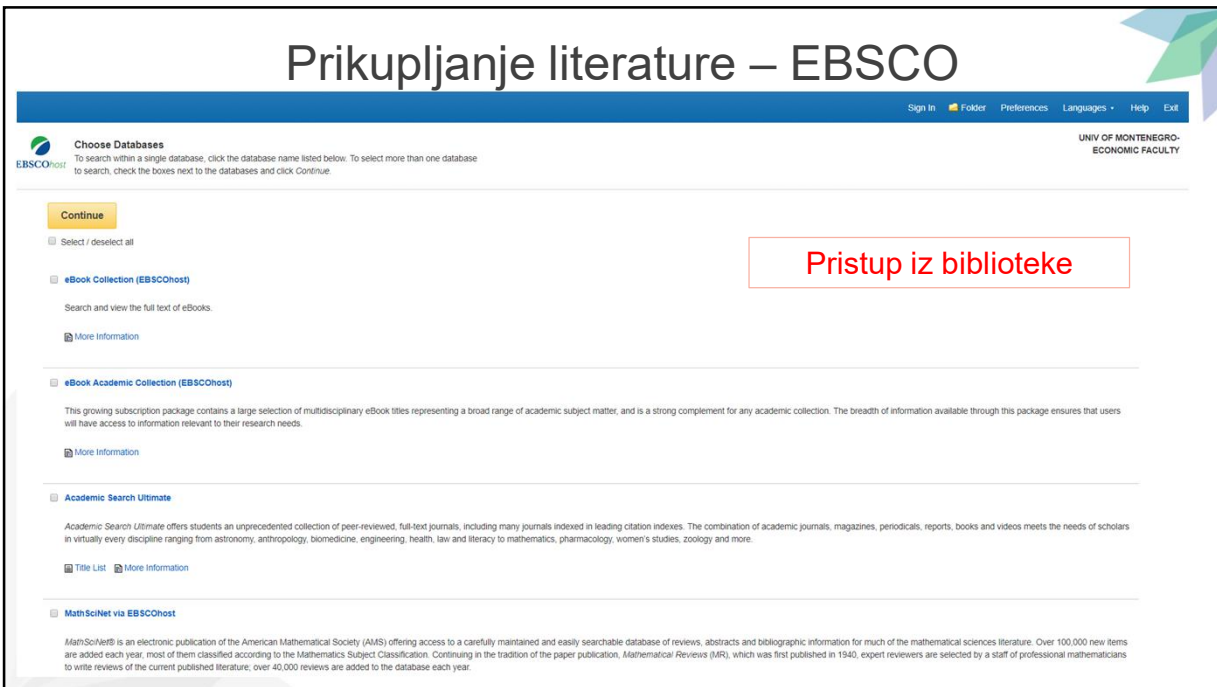
- [CITATION] The differentiated network: Organizing multinational corporations for value creation** by N. Itoh, S. Ghoshal (1997). Cited by 1114. Related articles: All 4 versions.
- Knowledge flows within multinational corporations** by AK Gupta, V Govindarajan (2000). Cited by 4631. Related articles: All 5 versions.
- A simple theory of international trade with multinational corporations** by E. Helpman (1984). Cited by 2695. Related articles: All 12 versions.
- Knowledge flows and the structure of control within multinational corporations** by AK Gupta, V Govindarajan (1991). Cited by 2195. Related articles: All 8 versions.

Related searches include: multinational corporations developing countries, globalization multinational corporations, multinational corporations investment, transnational multinational corporations, multinational corporations mncs, foreign multinational corporations, multinational corporations knowledge flows, and multinational corporations subsidiaries.

A red arrow points to the link [\[PDF\] harvard.edu](#) next to the article "A simple theory of international trade with multinational corporations".

<https://scholar.google.com/>

Prikupljanje literature – EBSCO

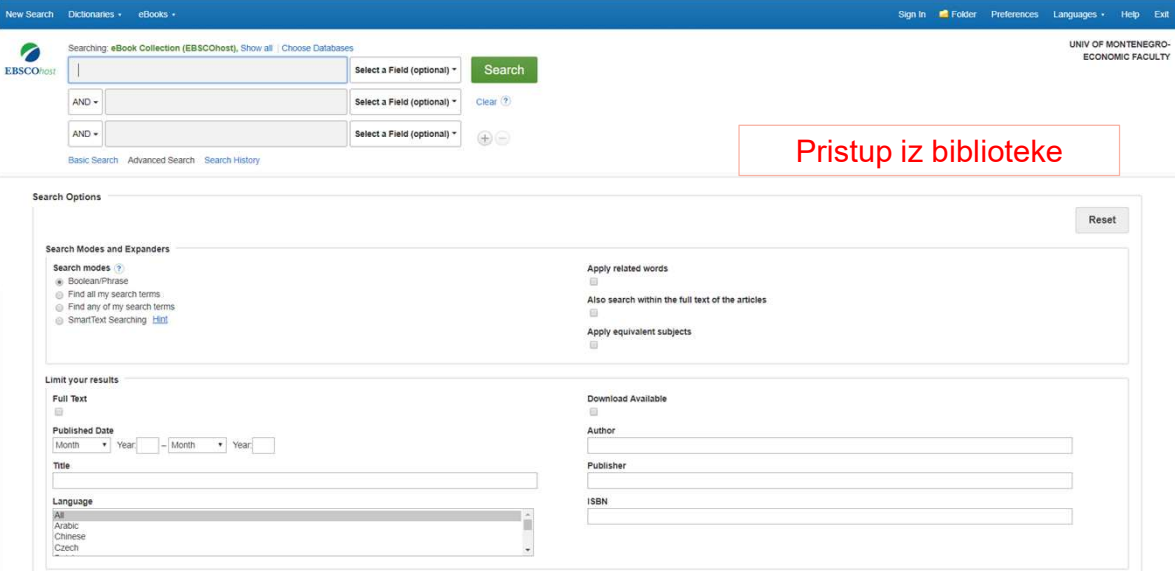


The screenshot shows the EBSCO database selection screen. The "Choose Databases" section lists several options:

- Continue** (button)
- Select / deselect all** (checkbox)
- eBook Collection (EBSCOhost)** (checkbox)
 - Search and view the full text of eBooks.
 - [More Information](#)
- eBook Academic Collection (EBSCOhost)** (checkbox)
 - This growing subscription package contains a large selection of multidisciplinary eBook titles representing a broad range of academic subject matter, and is a strong complement for any academic collection. The breadth of information available through this package ensures that users will have access to information relevant to their research needs.
 - [More Information](#)
- Academic Search Ultimate** (checkbox)
 - Academic Search Ultimate offers students an unprecedented collection of peer-reviewed, full-text journals, including many journals indexed in leading citation indexes. The combination of academic journals, magazines, periodicals, reports, books and videos meets the needs of scholars in virtually every discipline ranging from astronomy, anthropology, biomedicine, engineering, health, law and literacy to mathematics, pharmacology, women's studies, zoology and more.
 - [Title List](#) [More Information](#)
- MathSciNet via EBSCOhost** (checkbox)
 - MathSciNet® is an electronic publication of the American Mathematical Society (AMS) offering access to a carefully maintained and easily searchable database of reviews, abstracts and bibliographic information for much of the mathematical sciences literature. Over 100,000 new items are added each year, most of them classified according to the Mathematics Subject Classification. Continuing in the tradition of the paper publication, *Mathematical Reviews* (MR), which was first published in 1940, expert reviewers are selected by a staff of professional mathematicians to write reviews of the current published literature; over 40,000 reviews are added to the database each year.

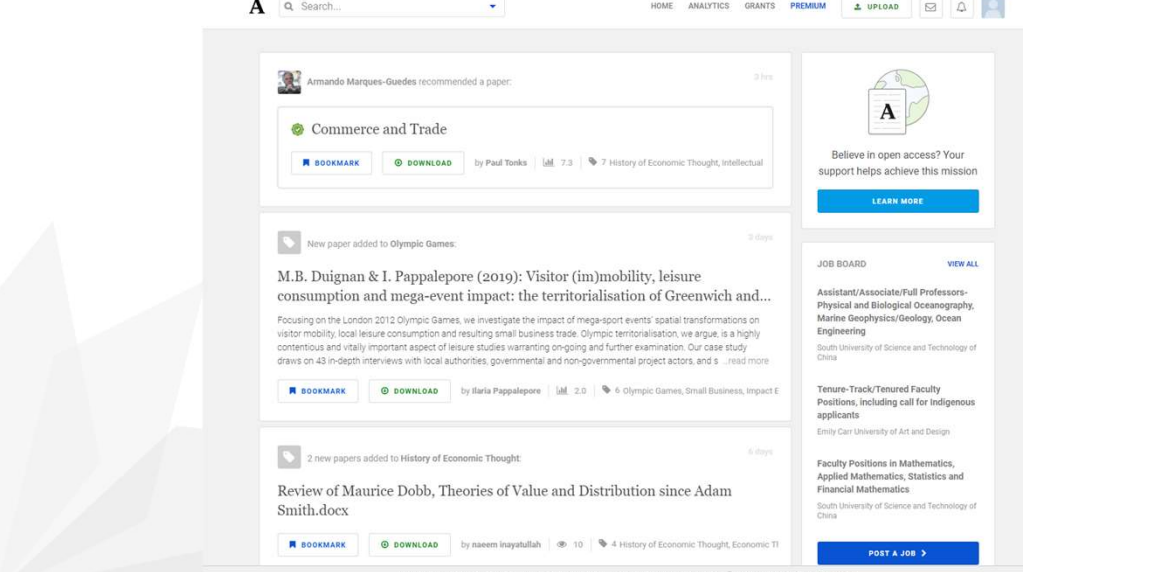
A red box with the text **Pristup iz biblioteke** is overlaid on the right side of the screen.

Prikupljanje literature – EBSCO



The image shows the EBSCOhost search interface. At the top, there is a navigation bar with links for 'New Search', 'Dictionaries', and 'eBooks'. On the right, there are links for 'Sign In', 'Folder', 'Preferences', 'Languages', 'Help', and 'Exit'. The main search area includes a search bar with the text 'Searching eBook Collection (EBSCOhost), Show all Choose Databases'. Below the search bar are three input fields for 'AND' searches, each with a 'Select a Field (optional)' dropdown and a 'Search' button. There are also links for 'Basic Search', 'Advanced Search', and 'Search History'. On the right side of the search area, there is a red box with the text 'Pristup iz biblioteke'. Below the search area is a 'Search Options' section with a 'Reset' button. This section includes 'Search Modes and Expanders' with options for 'Search modes' (Boolean/Phrase, Find all my search terms, Find any of my search terms, SmartText Searching), 'Limit your results' with options for 'Full Text', 'Published Date' (Month, Year, Month, Year), 'Title', and 'Language' (All, Arabic, Chinese, Czech), 'Apply related words', 'Also search within the full text of the articles', 'Apply equivalent subjects', 'Download Available' (Author, Publisher, ISBN), and a 'Reset' button.

Prikupljanje literature – Academia



The image shows the Academia.edu homepage. At the top, there is a navigation bar with links for 'HOME', 'ANALYTICS', 'GRANTS', 'PREMIUM', 'UPLOAD', 'Email', 'Notifications', and 'Profile'. The main content area is divided into three columns. The left column features a search bar and a list of recommended papers. The middle column features a list of new papers added to the platform. The right column features a 'JOB BOARD' section with links for 'VIEW ALL', 'Assistant/Associate/Full Professors-Physical and Biological Oceanography, Marine Geophysics/Geology, Ocean Engineering', 'Tenure-Track/Tenured Faculty Positions, including call for indigenous applicants', and 'Faculty Positions in Mathematics, Applied Mathematics, Statistics and Financial Mathematics'. At the bottom, there is a footer with links for 'About', 'Blog', 'People', 'Papers', 'Job Board', 'Advertise', 'Terms', 'Privacy', 'Copyright', 'We're Hiring!', and 'Help Center'.

Prikupljanje literature – korisni linkovi

1

<https://www.academia.edu/>

2

<https://www.researchgate.net/>

3

<https://core.ac.uk/>

4

<http://citeseerx.ist.psu.edu/>

Citiranje – APA stil

Knjiga:

- Author, F. M. (Year of Publication). *Title of work*. Publisher City, State: Publisher.
- James, H. (2009). *The ambassadors*. Rockville, MD: Serenity.

Poglavlje u knjizi:

- Author, F. M. (Year of Publication). Title of chapter. In F. M. Editor (Ed.), Title of book (pp. xx-xx). Publisher City, State: Publisher.
- Shuhua, L. (2007). The night of MidAutumn Festival. In J. S. M. Lau & H. Goldblatt (Eds.), *The Columbia Anthology of Modern Chinese Literature* (pp. 95-102). New York, NY: Columbia University Press.

E-knjiga:

- Author, F. M. (Year of Publication). *Title of work* [E-reader version]. Retrieved from URL
- Stoker, B. (2000). *Dracula* [Kindle HDX version]. Retrieved from <http://www.overdrive.com/>

Citiranje – APA stil

Akademski časopisi - online:

- Author, F. M. (Year of Publication). Article title. *Journal Title*, Volume Number (Issue Number), pp.-pp. <http://dx.doi.org/xxxx> or Retrieved from homepage URL
- Trier, J. (2007). "Cool" engagements with YouTube: Part 2. *Journal of Adolescent & Adult Literacy*, 50(7), 598-603. <http://dx.doi.org/10.1598/JAAL.50.7.8>

Akademski časopisi - Print:

- Author, F. M., Author, F. M. & Author, F. M. (Year of Publication). Article title. *Journal Title*, Volume Number(Issue Number), page range.
- Lin, M.G., Hoffman, E.S., & Borengasser, C. (2013). Is social media too social for class? A case study of Twitter use. *Tech Trends*, 57(2), 39-45.

Citiranje – APA stil

Novine – online

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*. Retrieved from newspaper's homepage URL
- Kaplan, K. (2013, October 22). Flu shots may reduce risk of heart attacks, strokes and even death. *Los Angeles Times*. Retrieved from <http://www.latimes.com>

Novine - Print:

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*, pp. xx-xx.
- Bowman, L. (1990, March 7). Bills target Lake Erie mussels. *Pittsburgh Press*, p. A4.

Citiranje – APA stil

Neakademski časopis/Magazin - Print:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, Volume number(Issue number), page range.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*, 183, 23-25.

Neakademski časopis/Magazin – Online:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, Volume number(Issue number). Retrieved from URL of magazine's homepage or DOI number.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*. Retrieved from <http://time.com/>

Web sajt:

- Title of web page [Format]. (Year, Month Day of Publication). Retrieved from URL
- Mongolia. (2016, December 5). Retrieved from <https://travel.state.gov/content/passports/en/country/mongolia.html>

Citiranje – APA stil

Magistarska/ doktorska disertacija:

- Author's Last name, F. M. (Year published). *Title of dissertation or thesis* (Doctoral dissertation or Master's thesis). Retrieved from Database Title. (Order number or Accession number).
- Knight, K.A. (2011). *Media epidemics: Viral structures in literature and new media* (Doctoral dissertation). Retrieved from MLA International Bibliography Database. (Accession No. 20134 20395)

Rad predstavljen na konferenciji:

- Author's Last name, F. M. (Year presented, month). *Title of conference paper*. Paper presented at the meeting of Name of Organization, Place of Meeting. Retrieved from URL
- Briden, J., Burns, V., & Marshall, A. (2007, March). *Knowing our students: Undergraduates in context*. Paper presented at ACRL National Conference, Baltimore, MD. Retrieved from <http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/national/baltimore/papers/184.pdf>

Citiranje – APA stil (citiranje u fusnoti)

U fusnoti treba navesti pune bibliografske podatke i broj stranice, kada se taj navod pojavi prvi put.

¹⁹³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁹⁴ *Ibid.*

¹⁹⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁹⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁹⁷ Trkulja, *op.cit.*, str. 172.

68

Citiranje – APA stil (citiranje u fusnoti)

¹⁹³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁹⁴ *Ibid.*

¹⁹⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁹⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁹⁷ Trkulja, *op.cit.*, str. 172.

68

„*Ibid*“ se koristi ako se bilješke vezane za određeno djelo navode jedna za drugom.

Citiranje – APA stil (citiranje u fusnoti)

¹⁹³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁹⁴ *Ibid.*

¹⁹⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁹⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁹⁷ Trkulja, *op.cit.*, str. 172.

68

Za svako sljedeće navođenje uz prezime i ime autora koji se citira treba staviti oznaku **"Op. cit."**, popraćenu brojem stranice s koje je navod preuzet ili oznakom za stranice (od-do) ako je preuzet veći dio teksta citiranog autora.

Citiranje – APA stil (citiranje u tekstu)

What You Are Citing	In-Text Citation
The entire work	(Smith, 2004)
A specific page	(Smith, 2004, p. 39)
If the author's name is included in the text of the sentence where the citation takes place	Smith (2004, p. 39) claims that... Use only the date or date and page number.

Two authors

Example: Reference List Citation	Example: In-Text Citation
Kelley, P. C., & Chang, P. L. (2007).	(Kelley & Chang, 2007)

Three to five authors

Example: Reference List Citation	Example: In-Text Citation
Hughes, J. C., Brestan, E. V., & Valle, L. A. (2004).	First citation: (Hughes, Brestan, & Valle, 2004) Subsequent citations: (Hughes et al., 2004) When a work has more than 2 authors, subsequent in-text citations consist of the first author's name followed by "et al." (Latin for "and others") and the date.

Citiranje – korisni linkovi

Detaljna pravila i primjere citiranja u APA formatu možete pronaći na:

http://sites.umuc.edu/library/libhow/apa_examples.cfm

<http://www.bibme.org/citation-guide/apa/>

Pravila i primjere citiranja u Harvard formatu možete pronaći na:

Piši pravilno - Vodič za Harvardski („autor-datum“) sistem navođenja referenci -

http://www.ucg.ac.me/skladiste/blog_21804/objava_28390/fajlovi/Write%20it%20Right.pdf

<https://www.mendeley.com/guides/harvard-citation-guide>

<http://libguides.gwumc.edu/c.php?g=27798&p=170464>

Generator citata:

<http://www.citationmachine.net/apa/cite-a-book>

Generisanje citata iz Google Scholar-a

The screenshot shows the Google Scholar search results for the query "international business". The search bar at the top shows "international business" and a magnifying glass icon. Below the search bar, the results are listed. The first result is "International business: Competing in the global market place" by Hill, Charles, published in 2008. A red circle highlights the word "international" in the title. A citation popup is visible over the first result, showing the citation in MLA, APA, Chicago, Harvard, and Vancouver formats. The popup also includes a "Cite" button and a "RefMan" button. The background shows other search results and related searches.

Google Scholar search results for "international business". The first result is "International business: Competing in the global market place" by Hill, Charles, published in 2008. A citation popup is visible over the first result, showing the citation in MLA, APA, Chicago, Harvard, and Vancouver formats. The popup also includes a "Cite" button and a "RefMan" button. The background shows other search results and related searches.

Cite

MLA Hill, Charles. "International business: Competing in the global market place." *Strategic Direction* 24.9 (2008).

APA Hill, C. (2008). International business: Competing in the global market place. *Strategic Direction*, 24(9).

Chicago Hill, Charles. "International business: Competing in the global market place." *Strategic Direction* 24, no. 9 (2008).

Harvard Hill, C., 2008. International business: Competing in the global market place. *Strategic Direction*, 24(9).

Vancouver Hill C. International business: Competing in the global market place. *Strategic Direction*. 2008 Aug 22;24(9).

BbTeX EndNote RefMan RefWorks

Primjer citiranja i parafraziranja

Primjer parafraziranja:

Rješavanju krize pomažu stručnjaci za krizno komuniciranje primjenjujući strategije kao odgovor na krizu, čiji je cilj očuvanje ugleda i poslovanja organizacije. Međutim, izbor odgovarajuće strategije, kako ističu Tomić i Milas (2007), zavisi od same prijetnje koju kriza predstavlja.

Primjer citiranja:

"Stručnjaci za krizno komuniciranje u krizama primjenjuju strategije kao odgovor na krizu. Svrha je tih strategija očuvanje ugleda organizacije. Ugled organizacije je bitan resurs koji može utjecati na zapošljavanje stručnjaka, osobito u upravi, cijenu dionica i prodaju. Stoga, situacijska krizna teorija komunikacije dokazuje da je najbolji način da se zaštiti reputacijski resurs izbor strategije koja će najbolje odgovarati reputacijskoj prijetnji koju predstavlja kriza. Strategija kao odgovor na krizu ono je što organizacije kažu i čine nakon što se kriza dogodi" (Tomić & Milas, 2007, str. 147-148).

Redosled referenci

A



Z

1

Knjige i udžbenici

2

Naučni članci

3

Ostala dokumentacija (Propisi, Vladina dokumenta, Pravilnici, Strategije...)

4

Internet izvori

Korisna literatura iz oblasti metodologije

1

Kuba, L. & Koking, Dž. (2003). Metodologija izrade naučnog teksta. CID, Podgorica (prevela prof. dr Mirjana Kuljak)

2

Šušnjić, Đ. (2005). Metodologija. Čigoja, Beograd.

3

Bajgorić., N. & Somun-Kapetanović, R. (2012). Uvod u metodologiju naučno-istraživačkog rada. Ekonomski fakultet u Sarajevu, Sarajevo.

Korisni linkovi za prikupljanje statističkih podataka

- Monstat - <https://www.monstat.org/>
- Eurostat - <https://ec.europa.eu/eurostat>
- Zavod za statistiku UN (UN Statistics Division) - <https://unstats.un.org/>
- Evropska centralna banka - <https://www.ecb.europa.eu/>
- Svjetska banka - <https://www.worldbank.org/>
- MMF (IMF) - <https://www.imf.org/>
- STO (WTO) - <https://www.wto.org/>
- EU Open Data Portal - <http://data.europa.eu/euodp/en/data/>



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Vizuelizacija podataka

Šta je cilj vizuelizacije podataka?

- da razjasne ključni dio rada?
- da omoguće ilustraciju primjera?
- da pojednostave model?
- da kreiraju rezime?
- da zabave onog koji sluša?

Ako skraćuju vrijeme za prezentaciju – ne opisujte rezultate, već ih samo pokažite

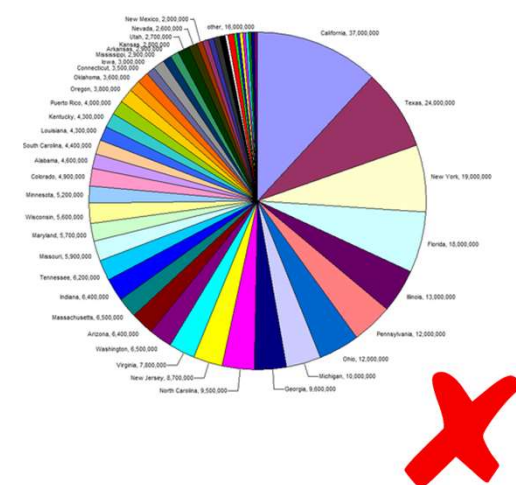
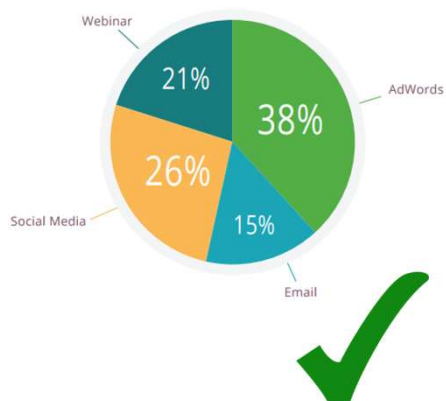
Ako je njihov efekat veći od riječi koje govorite, ne opisujte sliku, samo je pokažite

Vizuelizacija podataka



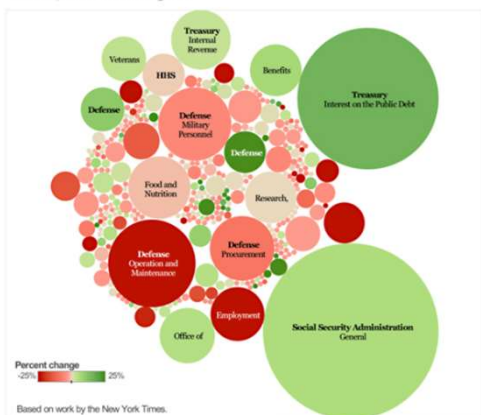
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LEAD BREAKDOWN BY CAMPAIGN SOURCE



Vizuelizacija podataka

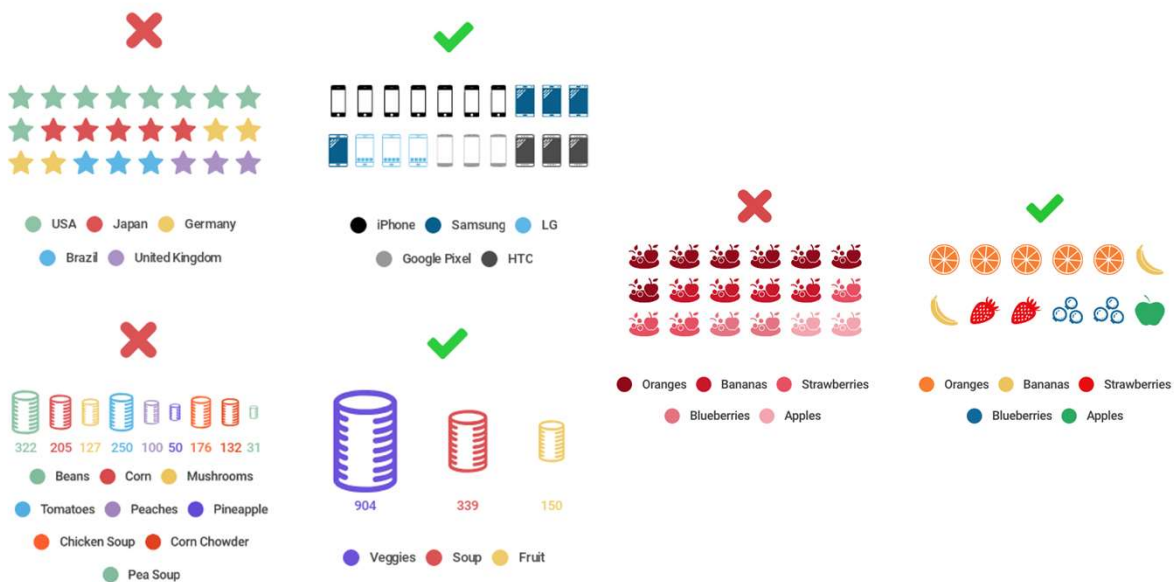
How \$3.7 Trillion is Spent



Vizuelizacija podataka

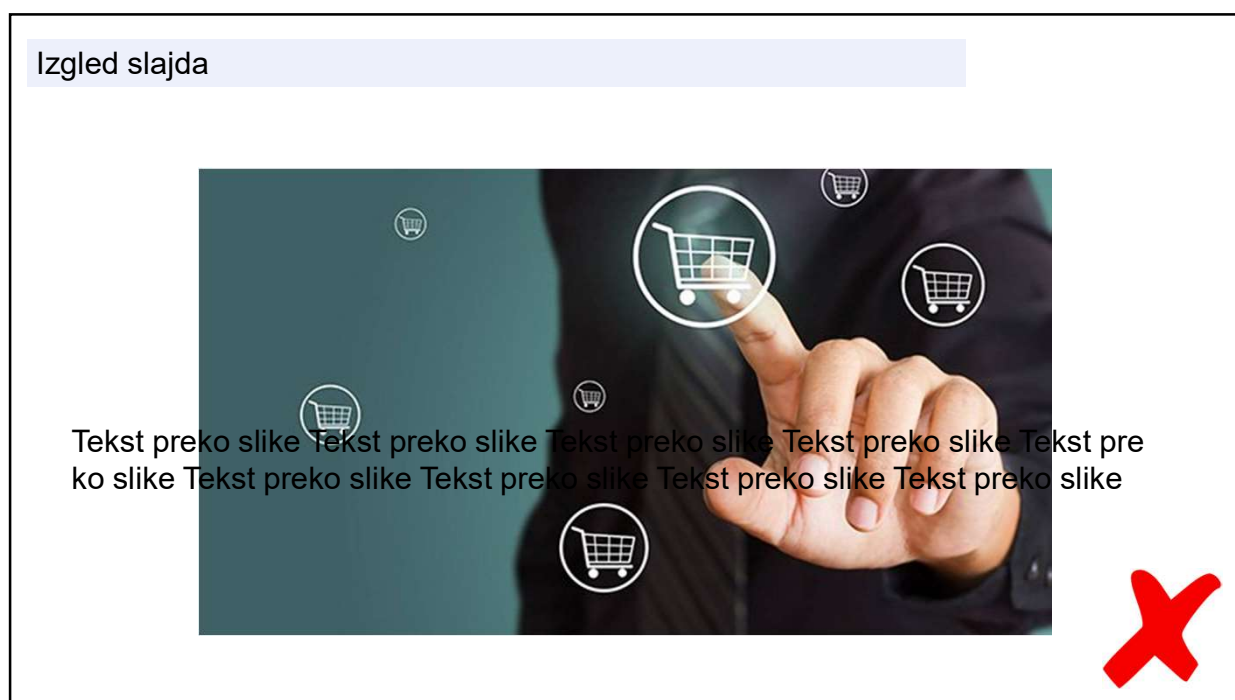
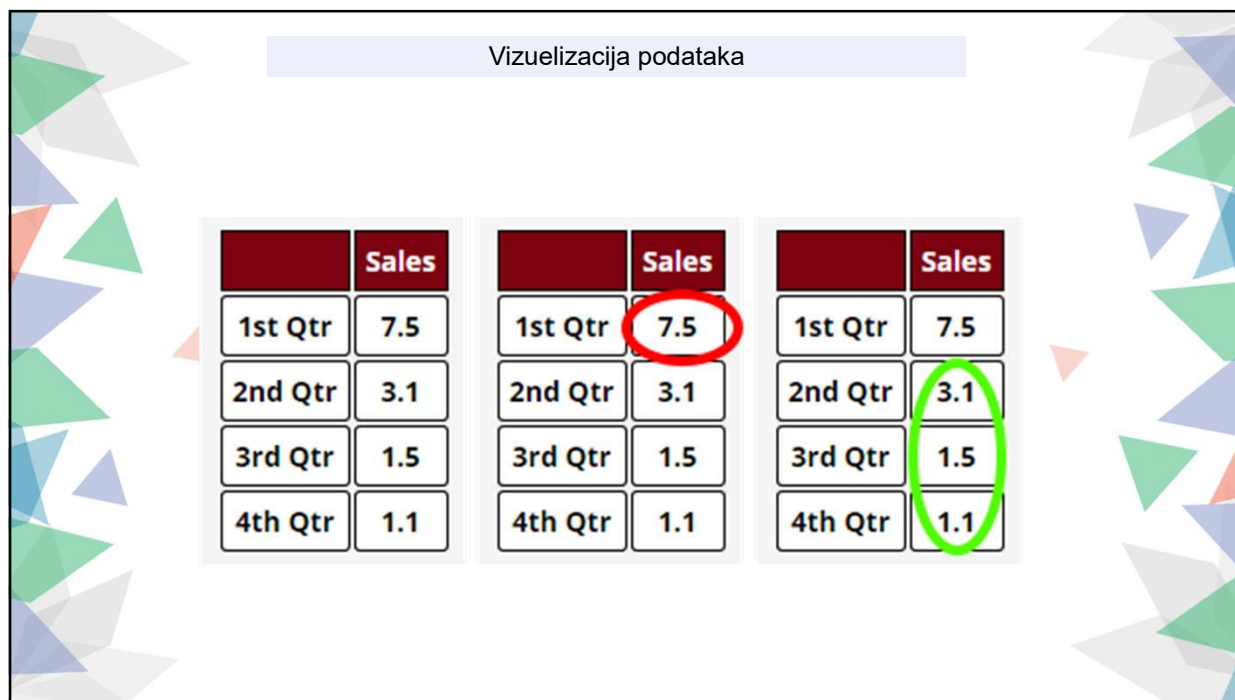


Vizuelizacija podataka



Vizuelizacija podataka





Izgled slajda



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Izgled slajda



Tekst preko slike Tekst preko slike
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Izgled slajda

INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$14B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amtsu membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive notable quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the prepaid network but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no, but there are different types and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-savvy have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than prepaid subs in Q2 2010. Given the slow prepaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become general zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulation, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the first operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

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