Assessment of Master Thesis

Master Thesis opponent: Ing. Martin Machek

Master Thesis author: Igor Tadič

Title: NLP in Marketing Communications and Sales

Demand factors:		
Theoretical background	**Average**	Above - average
Data used	Average	**Above – average**
Methodology used	**Average**	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement			X	
Self-reliance of author		X		
Logical structure		X		
Using of literature, citations		X		
Adequacy of methods used			X	
Depth of analysis			X	
Form of MT: text, graphs, tables		X		
Felicitousness		X		

Usefulness of results in practice and theory: **average**

Discussion topic for defense: For what type of markets is valid your statement from page 23 about relating to consumers in emotional way? Are there markets where emotions do not play a crucial role? To what extend are you able to differentiate use of NLP techniques from approaches to personal selling listed on page 34? Which of those techniques are the closest to NLP logic? On what research do you base your statement from page 40, that NLP techniques can improve the effectiveness of sales person? What type of research was done to support this claim?

Master Thesis **is recommended for the defense**
Grade proposed: **very good**
Prague, 14.9.2013

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Signature of opponent