



**MISKOLCI**  
**EGYETEM**  
UNIVERSITY OF MISKOLC

# From Pen to Promotion

Exploring Literary Marketing Strategies

**Event co-organized by:**

**Department of Marketing  
and Tourism**

*Juhász Annamária*

**Position:** Assistant lecturer

**Office:** A/2, room 1

**E-mail:** [annamaria.juhasz@uni-miskolc.hu](mailto:annamaria.juhasz@uni-miskolc.hu)

**Department of English  
Linguistics and Literature**

*Takács Attila*

**Position:** Assistant lecturer

**Office:** A/6, room 3

**E-mail:** [attila.takacs@uni-miskolc.hu](mailto:attila.takacs@uni-miskolc.hu)

*Presented by Seda Movsisyan*



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A/2 Building, Room 110

