

Abstract

This thesis "Overview of Czech regional publishing houses, their meaning and place in today's book market" deals with regional publishers in the Czech Republic, their meaning and place in today's book market. The introduction defines the concept of regional publishers and determines who can be regarded as a regional publisher. In the next chapter evaluates marketing tools including the specifics of this segment of the book market. The next section presents an overview of publishers and detailed mapping quantitative and qualitative level of production. The conclusion reflects on the possibilities of development of publishing and selling their books in the future and is here summarized empirical research publishers responses to structured questions and clear charts.

Keywords

Regional publishers, Czech Republic, book market, marketing, e-books.