

Abstract:

The bachelor thesis deals with the topic of electronic lending of fictional documents in public libraries. The work is based on the marketing view of the public library on e-book lending issues and is divided into two parts.

In the first part, after defining the term of e-book loan, follows a detailed course of action for the implementation and realization of service in a particular institution of the Municipal Library of Úvaly. The second part of the thesis evaluates the use of the e-book lending service after two years of operation, based on e-borrowing statistics and a quantitative questionnaire survey addressed to registered library readers. Based on the results of the research, recommendations have been formulated to improve the functioning of the e-book lending service. The procedure for commissioning the service and the actual operation of the service in a particular time period has also been evaluated.

