

Abstract (in English)

This diploma thesis focuses on *the Book World Prague – International Book Fair and Literary Festival* – in the context of the transformation of the Czech book market after 1989. Particularly, it aims to examine the role *the Book World Prague* played in rehabilitation of the Czech book market as for re-implementation of basic market mechanisms in book production and distribution. Individual chapters cover the following topics: characterization and typology of modern book fairs, the history of the Czech book market from 1948 the present day, the history of the origin of trade fairs, the specific history and developments of book fairs, and the milestones in the history of *the Book World Prague*. Central to the research are data collected by the author by interviewing ten professionals working in various fields of the book industry. The transcribed interviews served two major purposes: firstly, they were used as the primary source enabling the author to answer the research question. Secondly, they created a primary source material relating the history of *the Book World Prague*.