

Abstract

The diploma thesis deals with book influencers and their use by publishers and booksellers as a marketing tool. The thesis presents this modern phenomenon, its characteristics, principles, the most important book influencers in the Czech Republic and the online environment where book influencers operate. The aim was to find out the principles and conditions of cooperation between book influencers, publishers and booksellers, their relationships and the effect of the online content of book influencers on readers. The evaluation was carried out on the basis of a questionnaire survey with six book influencers, eight publishers, two booksellers and 662 readers. The research part shows us how these cooperations work in practice, whether it is a key marketing tool for publishers and booksellers, how it will develop in the future and what are the attitudes of all three examined groups to this phenomenon. At the same time, the research outlines the issue of blurring the differences between book influencers and literary critics, where we can notice considerable misunderstandings on the part of literary critics and rivalry. At the end of the thesis, there are formulated specific assumptions for future development, current trends and shortcomings which should be improved or eliminated both by book influencers and by publishers and booksellers.