

Abstract

After 1989 publishing business opened for new subjects. One of them is Grada Publishing, a. s., which celebrated the 20th anniversary of its successful activity on the Czech market in 2011. Grada focuses on non-fiction and professional literature on the book market and is ranked as one of the five most productive subjects with more than three hundred books a year.

This bachelor thesis concentrates on description and analysis. It presents collected information about the publishing house's formation and development; primarily it deals with the changes in the catalogue of publications in the set period of two decades. A short summary of the discipline's history offers the opportunity to compare it with the modern shape of publishing profession. Grada started with computer literature. Computers and the Internet are said to be stealing readers. The thesis also deals with the response of the publishing house to new possibilities of publicity and distribution of books (Internet, e-books). Further, it focuses on an overview of the current state where emphasis is put on thematic categories and editions and their evaluation.

In order not to leave the publishing house out of the context of the Czech book market, the selection of analogous and potentially competing enterprises are analysed in the bachelor thesis, including a comparison. Further thesis illustrates the influence of published awarded and successful literature on the sale.