The thesis is focused on an analysis of marketing tools and business policies, applied on the field of commercial publishing. First part is dedicated to an analysis of the copyright law that affects the activity of this sort of companies. It includes an explanation of the most important parts of the copyright law that is valid in the Czech Republic. There is a display of important international standards, considering the issues of intellectual property. The second chapter relates to the theory of marketing and ethical issues of commercial and business activities. It includes a definition of basic terms, marketing tools, and a step-by-step clarification related to developing a marketing strategy. The end of this chapter summarizes the options of using marketing tools in publishing. Eventually, the thesis deals with pieces of knowledge, gained during its writing. Two different ways of creating a marketing strategy for the Knižní klub publishing company are considered in the end of the thesis. Both ways are described in detail, and compared to each other.