

Abstract

This thesis "Affiliate Marketing: introduction and current trends," aims to inform about the possibilities of using this marketing tool and demonstrates its high efficiency. It is divided into three main parts: theoretical (basic information about affiliate marketing), practical (Affiliate marketing practice) and exhaustive (known affiliate programs and aggregators). There is the emphasis at the beginning on explaining what makes the concept of commission sales on the Internet so unique and why its use is becoming increasingly popular. The most important part is focused on the practical use of affiliate marketing nowadays. It discusses its potential use in many ways (in terms of the operators, partners and other options). Those interested in affiliate marketing should be after reading this thesis better in orienting and selecting the most appropriate manner of its use. The conclusion describes the most popular affiliate programs and aggregators in the Czech Republic and abroad.