

Abstract

This thesis „Marketing communication of the Neoluxor bookstores in years 2008–2012“ discusses the usage of marketing communication in the book market, especially bookstores, on the example of company Neoluxor s. r. o. The core of this work is comprehensive descriptive analysis of marketing communication of this company based on secondary data and its specific outputs of the marketing communication mix limited by years 2008–2012.

Initially, I will outline the specifics of the Czech book market, its commercial and social aspects and I will define the position of books, bookstores and book culture in the Czech Republic in recent years. After a brief introduction of Neoluxor by mentioning its history and sales network, I will make the detailed description and assessment of ATL and BTL communication activities undertaken by the company during reference period examined, on the theoretical basis of the marketing communications mix.

The subsequent definition of company competitors and the comparison of Neoluxor marketing activities with Kanzelsberger bookstores provides valuable foundation for final suggestions which can be used to streamline the described activities in the future. Suggestions are also supported also by the results of the survey which was focused on selected questions regarding the strenght of the Prague bookstore brands and selected shopping habits.