

The topic of this master's degree diploma thesis is the Google Books service, formerly Google Book Search and Google Print. The wider general context is described briefly in the first two chapters. Google company and its portfolio of services are introduced, as well as the latest progress in sharing of information, for example trends as digital libraries and open access. Third chapter presents results of the analysis of the Google Books as the complex system. Mentioned are: a history of the service, Library Project, Partner Program, metadata harvesting, scanning methods, available searching options, all information and functionalities in the individual records, users' participation. Chapter four is focused on copyright law and disputes related to the Google Books. Fifth chapter deals with the usage of the Google Books in the Czech Republic, in the terms of all local activities. Great attention belongs to digitization in cooperation of Google company with National Library of the Czech Republic. Two questionnaires were done for this thesis, between college students and large Czech publishers. Good knowledge of the service existence was found; the most attractive attribute is the presence of full texts. Publishers appreciate a possibility of selling e-books. Detailed results of both surveys are the content of the sixth chapter. In the final chapter seven, the future of the Google Books is predicted, based on the facts from the whole text. The thesis is in the Czech language.