

ABSTRACT

Abstract in English language

This work depicts the life story of a „self-made man“ Jaroslav Salda, the creator and director of the *Melantrich*, the biggest printing company in Czechoslovak time of so called *First Republic*. It is doing so by compiling interviews with period witnesses, archival documents and literary sources. Each chapter is a part of the answer to the question: How is it possible that the illegitimate child without funds and university education had become the man with extensive expertise, the frequent guest of Ministers and the President and the powerful head of the media industry? This text as a whole, firmly tied to the history of the Czech nation and *Melantrich*, reflects the experience of the man who dedicated his life to building, because he considered the constructive, innovative, diligent and hard work the main means of fulfillment in life and the key to success. It shows a person which embodies the adage: Where there is a will, there is a way.

Key words

Jaroslav Salda, *Melantrich*, Czech National Socialist Party, *Ceske slovo*, *Svobodne slovo*, *Hvezda*, *Vaclavske namesti*, a time of so called *First Republic*, capitalism, business, director, print, newspapers, Publishing Company, resistance activity.