The Bosnian crisis is one of the most important milestones on the way to the First World War. It is because this act of Austria-Hungary totaly destroyed a chance to create a Austro-Russian rapprochement on the Balkans. From this crisis the rivalry between these two empires fully started and it was this rivalry, which caused the collapse of European diplomatic system in July 1914. The aim of this work is to analyze all the circumstances and conditions, which influenced the decision of Vienna to take this action and how and why this action ruined the long termed policy of Austro-Russian entente.