

The aim of this bachelor thesis is to outline the organization and content of work of an information profession in the field of research and development pharmaceutical company Zentiva. The text goes from general aspects of the information profession to its specific applications in selected pharmaceutical company. In the introductory chapters information profession is presented in a broader context of information society, its growing information needs and capabilities of information services in various fields of human activities. The work focuses on application of information profession in the field of science and technology, with the view of describing pharmaceutical industry and its operation. Characteristics of the pharmaceutical company Zentiva with its specific information needs in research and development follow. The fifth key chapter describes the organization and responsibilities of information specialists, providing information services for research and development of Zentiva. The last chapter briefly describes competitive intelligence as a tool of competitive advantage on a market. Theoretical part of the bachelor thesis is based on the relevant scientific literature, concrete information have been consulted with responsible specialists of the company.