

## Abstract

This Bachelor thesis introduces European cooperative project *Elektronické knihy na objednávku – Evropská knihovní síť* (eBooks on Demand – A European Library Network, EOD) and homonymous service which aims to digitize rare books on customer's demand. The first part of thesis describes the project in generally way regarding its history, describing goals, key activities, and technological workflow of EOD service. Furthermore the thesis focuses on describing current situation of EOD service in the Czech Republic. The last part presents the *promotional tools* of EOD service and their possible new opportunities.