

Abstract

The aim of this thesis is to compare the actual presentation and communication of library services to the public in the Dutch and Czech public libraries. Monitored were primarily legislative frameworks of mentioned countries, branch organizations and their marketing activities supporting public libraries. Theoretical knowledge was supplemented by practical findings gained during the study tour undertaken in the Netherlands. During this study tour were identified specific methods of promotion of public library services. Thesis explores these methods and outlines the possibility inspiration from Dutch library practice. The work proposes an innovation of Czech public library services using the retail concept as part of the open access collections, which was observed and verified in the Netherlands. The final comparison of selected factors on the national level provides a brief overview of librarianship in both countries.