

Abstrakt (anglicky)

Database vendors and information suppliers are traditional and historically the main components of the information industry. The arrival of internet and its services, including current trends such as social media and networks, has changed and enriched information behaviour, channels and marketing strategies between information suppliers and user. Although the information industry subjects as database vendors are traditional in their marketing strategies, their engagement in social media marketing is proactive and developing. The exploration confirmed that 10 of 12 examined subjects actively develop these channels and support them.